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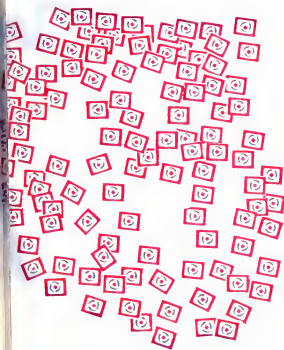
SPONSOR

THE WEEKLY MAGAZINE RADIO TV ADVERTISERS USE

13 AUGUST 1962—40c a copy / \$8 a year

IMAGE-BUILDERS—
a special report on the
vast projects now un-
der way to brighten the
ad image p 31

PEPSI's LESSON —
on radio/tv use to Vir-
ginia bottlers — it's
now being used every-
where p 35



If the **WEST**
is your market,

ABC RADIO WEST
delivers the sales impact
of personalities, the inside
coverage of 116 stations,
plus cost efficiency ★ ★ ★



ABC RADIO PACIFIC
INTERMOUNTAIN NETWORK
ARIZONA NETWORK

INSERT #1 FOR **KvIL's** COLORING BOOK FOR RADIO TIME BUYERS*



This is our new national rep. His name is Adam Young. He wears many hats. Some people say this is because he has many heads. He has his KVIL hat on right now because he's in Dallas. If you want to program to Dallas' young influentials, see this man. If you sell bubble gum or autographed pictures of Roy Acuff — he WON'T recommend KVIL.

KvIL *top station among Dallas' mobiles.*

*If you missed out on the first printing of KVIL'S Coloring Book for Radio Time Buyers, write for a free copy to Radio Station KVIL, 4152 Mockingbird Lane, Dallas 5, Texas

In Chicago

... the world's finest fresh water sailors are served by seven municipal harbors and seven private yacht clubs. Sail or power—mooring facilities are magnificent, including running water, electricity, even telephones piped directly aboard. From the classic Mackinac Race to a fun Sunday cruise—Chicago rates as a sailors' paradise!



In Chicago—WGN Television

*offers better
programming through dedicated
community service!*



— the most respected call letters in broadcasting

WGN IS CHICAGO

CHAMPION BOWLING



**NOW GOING INTO ITS
NINTH STRAIGHT YEAR**

Now ready—26 brand-new, one-hour
shows for October 1 release
—the greatest bowling
shows ever
produced.



ALREADY SOLD IN 45 MARKETS FOR '62-'63 70

SHIP

CHAMPIONSHIP BOWLING 1961-62 SOLD STATIONS

IS THE No. 1
BOWLING SHOW
IN AMERICA!

is a matter of fact—it has the lowest cost-per-thousand
of any show in television! (network or syndicated)

CHAMPIONSHIP BOWLING is not only the TOP BOWLING
SHOW IN AMERICA—its ratings compare favorably with
pro-football and baseball—and it clobbers all other sports
shows—basketball, golf, hockey, sports spectaculars, etc.

CHAMPIONSHIP BOWLING IS THE PRESTIGE BOWLING
SHOW—the one that the national ad agencies and adver-
sers know and support.

CHAMPIONSHIP BOWLING
Produced in cooperation with
AMF PINSPOTTERS, INC.



WALTER SCHWIMMER, INC.

Wacker Drive, Chicago 1, Illinois • 527 Madison Ave., New York 27, N.Y.

FR 2-4392

EL 5-4616

KTEH	Ada/Ardmore, Okla.	WMTV	Madison, Wisc.
WKAR-TV	Akron, Ohio	KEYC-TV	Mankato, Minn.
KGOK-TV	Albuquerque, N.M.	WLUC-TV	Marquette, Mich.
KCHC-TV	Amarillo, Tex.	KGLD-TV	Mason City, Iowa
KIVA	Anchorage, Alaska	KBS-TV	Medford, Ore.
WAIM-TV	Anderson, S.C.	WHBQ-TV	Memphis, Tenn.
WLOS-TV	Ashville/Greenville/ Spartanburg, S.C.	WTTA-TV	Milwaukee, Wisc.
WAGA-TV	Atlanta, Ga.	WTIC-TV	Minneapolis, Minn.
WDRW-TV	Augusta, Ga.	KMOT	Minot, N.D.
KMMT	Austin, Minn.	KNSD-TV	Missoula, Mont.
		WKRG-TV	Mobile, Ala.
		KHOE-TV	Monroe, La.
		WCOV-TV	Montgomery, Ala.
		WLBC-TV	Muncie, Ind.
KLVD-TV	Bakersfield, Cal.	WDSU-TV	New Orleans, La.
WLBT-TV	Bangor, Me.	WDR-TV	New York, N.Y.
KDFM-TV	Beaumont/ Port Arthur, Tex.	WVEC-TV	Norfolk/Portsmouth/ Newport News/Hampton, Va.
KOOK-TV	Billings, Mont.	KNOP-TV	North Platte, Neb.
KFYR-TV	Bismarck, N.D.		
WHIS-TV	Bluefield, W. Va.		
KTVB	Boise, Idaho		
WKBW-TV	Buffalo, N.Y.		
		WOW-TV	Omaha, Neb.
		WOBQ-TV	Orlando, Fla.
WCHU-TV	Champaign, Ill.		
WUSN-TV	Charleston, S.C.	WTAP-TV	Parkersburg, W. Va.
WSOC-TV	Charlotte, N.C.	KNDU-TV	Pasco, Wash.
WTVC	Chattanooga, Tenn.	WEEK-TV	Peoria, Ill.
KFCB-TV	Cheyenne, Wyo.	KOOL-TV	Phoenix, Ariz.
WKBK-TV	Chicago, Ill.	WTAE	Pittsburgh, Pa.
WKRC-TV	Cincinnati, Ohio	WWTN	Portland, Maine
WBOT-TV	Clarkburg, W. Va.	KATU	Portland, Ore.
WWS	Cleveland, Ohio		
KXKT	Colorado Springs, Colo.		
KOMU-TV	Columbia, Mo.	WGEM-TV	Quincy, Ill.
WOKR-TV	Columbia, S.C.		
WRBL-TV	Columbus, Ga.	KOTV	Rapid City, S.D.
WBNS-TV	Columbus, Ohio	KOLO-TV	Reno, Nev.
WCBI-TV	Columbia, Miss.	WRVA-TV	Richmond/ Petersburg, Va.
KTV	Corpus Christi, Tex.	WLVA-TV	Roanoke/ Lynchburg, Va.
		KROC-TV	Rochester, Minn.
KTVT	Dallas/Ft. Worth, Tex.	WREX-TV	Rockford, Ill.
WICD	Danville, Ill.		
WHIO-TV	Dayton, Ohio	KXTV	Sacramento/ Stockton, Calif.
KTVR	Denver, Colo.	KTVI	Salt Lake City, Utah
KXYZ-TV	Detroit, Mich.	KSL-TV	San Antonio, Tex.
KDIX-TV	Dickinson, N.D.	KONO-TV	San Diego, Calif.
WTWY	Dothan, Ala.	KFMB-TV	San Francisco, Calif.
WDSM-TV	Duluth, Minn./ Superior, Wisc.	KTVU	San Jose, Calif.
		KNTV	San Luis Obispo, Calif.
		KSBY-TV	Savannah, Ga.
		WTIC-TV	Scottsbluff, Neb.
		KSTP	Scranton
		WDAU-TV	Seattle/Tacoma, Wash.
KROD-TV	El Paso, Tex.	KOMO-TV	Shreveport, La.
WSEK-TV	Elie, Pa.	KQTV	Sioux Falls, S.D.
KVAL-TV	Eugene, Ore.	KELO-TV	South Bend, Ind.
KJEM-TV	Eureka, Calif.	WJSV-TV	Spokane, Wash.
WTWV	Evansville, Ind.	WICS	Springfield, Ill.
		KTTTS-TV	Springfield, Mo.
		WHEN-TV	Syracuse, N.Y.
WTIC-TV	Hartford/ New Haven, Conn.	WTHV	Tampa/ St. Petersburg, Fla.
KHVL-TV	Holdegre/Kearney, Neb.	WTVT	Terre Haute, Ind.
KPRC-TV	Honolulu, Hawaii	WSPD-TV	Toledo, Ohio
WSAZ-TV	Houston, Tex.	WPHI-TV	Traverse City/Cadillac/ Cheboygan, Mich.
	Huntington/ Charleston, W. Va.	KOLO-TV	Tucson, Ariz.
		KOTV	Tulsa, Okla.
KID-TV	Idaho Falls, Idaho		
WFBM-TV	Indianapolis, Ind.	WMAL-TV	Washington, D.C.
		KWWL-TV	Waterloo/ Cedar Rapids, Iowa
WJXT	Jacksonville, Fla.	KRGV-TV	Westaco, Brownsville/ Harlingen, Tex.
KINY-TV	Juneau, Alaska	WEAT-TV	West Palm Beach, Fla.
KCMO-TV	Kansas City, Mo.	WTRF-TV	Wheeling, W. Va./ Steubenville, Ohio
KDTI	Klamath Falls, Ore.		
WEIR-TV	Knoxville, Tenn.	KAKE-TV	Wichita, Kan.
		KFXD-TV	Wichita Falls, Tex.
WFAM-TV	Lafayette, Ind.	KLMW-TV	Winston, N.D.
WJIM-TV	Lansing, Mich.	WSIS-TV	Winston-Salem/ Greensboro/High Point, N.C.
WLEX-TV	Lexington, Ky.		
WGAI-TV	Lancaster, Pa.		
KLBI-TV	Las Vegas, Nev.		
WIMA-TV	Lima, Ohio	RNOO-TV	Yakima, Wash.
KTHV	Little Rock, Ark.	WKST-TV	Youngstown, Ohio
KHS	Los Angeles, Calif.	KFA	Yuma, Ariz.
WHAS-TV	Louisville, Ky.		
KTRE-TV	Lufkin, Tex.	WHIZ-TV	Zanesville, Ohio

What Other Syndicated Show
In America Can Top This List?

GENERAL INSURANCE CO. OF AMERICA (SAFECO)



Actual performance tests like these demonstrate the sales response you can expect when your sales message is on KELOLAND TV Sioux Falls.

Test #1. Gilmar Records offered teenagers a 45 rpm top-ten-tunes record for \$1.95. RESPONSE: 3,700 MAIL ORDERS.

Test #2. Captain Eleven, live personality favorite, offered youngsters an Astronaut Chart for 35 cents. RESPONSE: 4,496 MAIL ORDERS.

Test #3. Weatherman Leo Hartig offered adults a "Weatherama" home weather station for \$1. RESPONSE: 9,700 MAIL ORDERS.

Extraordinary sales action is yours for the asking in this 73,496 sq. mile Common Market—but only if your sales message is on KELO-LAND TV. Your commercial on KELO-TV flows out through KDLO-TV and KPLO-TV to cover it all!

CBS • ABC

KELO-TV

KELO-TV SIOUX FALLS; and interconnected
KDLO-TV and KPLO-TV

JOE FLOYD, Pres. • Evans Nord, Executive Vice
Pres. & Gen. Mgr. • Larry Benson, Vice-Pres.

Represented nationally by H-R
in Minneapolis by Wayne Evans



MIDCO

Midcontinent
Broadcasting Group
KELO-LAND-TV & radio Sioux
Falls, S.D.; WLOL/am, fm
Minneapolis-St. Paul;
WKOV/am & tv Madison,
WISN KSO Des Moines



© Vol. 16, No. 33 • 13 AUGUST 1962

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THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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- 44** RKO/BAR work out idea that gives official seal of monitoring firm to radio station program tapes used in presentations to ad agencies
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- 46** Capital Cities Broadcasting marks its eighth annual "time out for timebuyers" with a Cruise to Nowhere, but with doings far from nothing

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Officers: Norman R. Glenn, president and publisher; Bernard Platt, executive vice president; Elaine Couper Glenn, secretary-treasurer.

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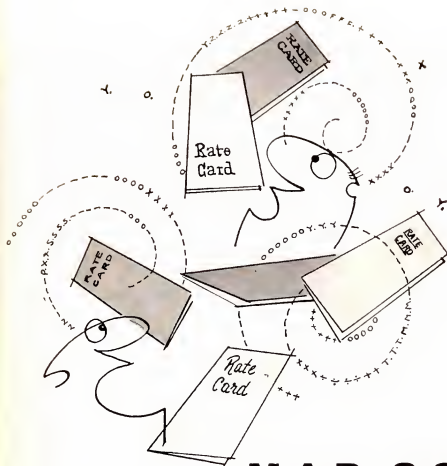
Advertising: general sales manager, Willard L. Dougherty; southern sales manager, Herbert M. Martin, Jr.; western manager, John E. Pearson; north-east sales manager, Edward J. Connor; production manager, Leonice K. Mertz; sales service secretary, Karen Mulhall.

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MAD SCENE

"What kind of idiots do you have up there?" sputtered the irate client of a now defunct agency. "My total bill for TV time in January is \$5,219 on four stations."*

"But," he continued, "it doesn't say how much station A cost. Then it says that station B cost \$22 less than station A, station C cost \$30 less than A, and station D cost \$73 less than A. How, in the name of Nielsen, can I figure out what the costs for each station are?"

While we don't advocate billing in this form, the solution to the problem is simple and the principle intriguing—as simple as buying time on WMAL-TV and as intriguing as our feature programming. For the solution to the problem, we'll send you the usual token of our esteem for your perspicacity.

Puzzle courtesy of Dover Publications, Inc., New York 14, New York

* Down! AE's. This client exists only in our imaginations. But it doesn't take much imagination to figure out that the best buys for your clients in the rich D. C. area are minute participations in one of WMAL-TV's *BIG* Audience Nighttime Spot carriers such as: *THRILLER*, *SURFSIDE 6*, *CHECKMATE*, *ADVENTURES IN PARADISE*, MGM (Post '50) *FIRST-RUN MOVIES*, and *THE PLAY OF THE WEEK*. Check H-R Television for rates and availabilities.

wmal-tv

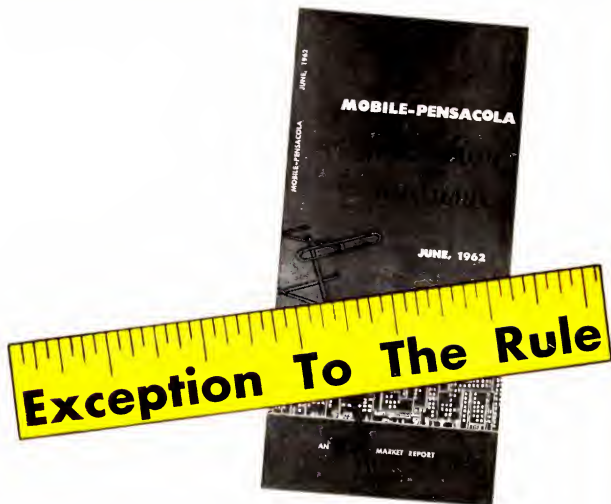
Washington, D. C.

An Evening Star Broadcasting Company Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg Va.

W K R G • T V

Mobile—Channel 5—Pensacola



WKRG-TV delivers 100% more TV homes,
9:00 AM to Midnight, than either Station A or Station B
in Mobile-Pensacola. ARB, June, 1962.

Effective Immediately Call
H-R TELEVISION, INC.

or

C. P. PERSONS, JR., General Manager



13 August 1962

Latest tv and radio developments of the week, briefed for busy readers

SPONSOR-WEEK

AVON BACK TO RADIO

Cosmetics advertiser is going into radio for first time in recent years on a large scale in New York

Avon Products (Monroe F. Dreher) is going into radio on a large scale for the first time since the cosmetics advertiser went into tv some seasons ago.

There have been some dribs and drabs of experimental radio but this new campaign, starting 27 August on five New York City stations, is its first major radio use to augment its tv on 220 stations.

The New York campaign runs 15 weeks and will total 41 radio spots a week on WCBs, WHOM, WNEW, WOR, and WPAT. One basic jingle has been produced and will be used with modifications.

Avon ad v.p. George Shine was set to get together today with Monroe F. Dreher, agency v.p., and account executive Ernest Dreher, and media director Rudy Klagstad for "pep" talks with local radio personalities who'll handle the commercials.

NBC TV writes \$1.4 million in 1962-63 nighttime

NBC TV reports bookings of \$1.4 million for the sales period ending 3 August.

P. Lorillard (L&N), which already has half of Joey Bishop, bought 26 more minutes, and P&G (B&B) took 13 minutes in the same show, leaving but 13 unsold minutes in the program next season.

American Motors (GM&B), put \$250,000 into three programs.

TWO OBM DIRECTORS EXIT FOR LA ROCHE

Two senior v.p.'s and board directors at Ogilvy, Benson & Mather quit last week to join the C. J. LaRoche agency.

The twosome and their titles at LaRoche: James J. McCall, president, and David B. McCall, vice-chairman of the board.

Both become substantial stockholders of LaRoche.

McCall was the chief copywriter of OBM.

Knodel succeeds Avery in presidency of A-K

J. W. Knodel has been elected president of Avery-Knodel, succeeding Lewis H. Avery, who becomes honorary chairman of the board and remains a director.

Avery will resign from the presidency at the end of this month to devote time to station consultation services and to the operation of KYA, San Francisco.

At the same time Thomas J. White was elected executive v.p., succeeding Knodel, and Robert J. Kizer was elected a vice president.

Last week, Avery-Knodel announced the acquisition of several new clients: KLAS-TV, Las Vegas, and four radio stations.

CBS reports \$14.2 mil. 6-mos. 1962 net income

CBS' net income of \$14.2 million and sales of \$246.7 million for the first six months of 1962 were reported last week by chairman William S. Paley and president Frank Stanton.

The figures for last year were \$9.9 and \$240.8 million, respectively. Current earnings are equivalent to \$1.59 per share, compared to \$1.09 last year.

WMCA TO EASTMAN AND WINS TO AM SALES

WMCA, New York, has appointed Robert E. Eastman as its national representative, effective 15 August.

The station had been with AM Radio Sales. However, when WINS, New York, was purchased by WBC, that station decided to affiliate itself with AM Radio Sales for representation.

Ironically, WINS's representative before the transfer of ownership was none other than Robert E. Eastman.

Mach-Tronics sues Ampex in \$3 mil. anti-trust suit

San Francisco:

A \$3,375,000 anti-trust suit has been filed against Ampex by Mach-Tronics. The complaint charges Ampex and RCA with conspiracy to restrain and monopolize the video tape industry.

Ampex had sued Mach-Tronics 9 June for pirating trade secrets and personnel.

(Continued on page 12, col. 2)

HENDERSON SUCCEEDS WALKER AT WSOC-TV

Charlotte, N. C.:

C. George Henderson will become v.p. in charge of WSOC-TV, Charlotte when the resignation of Larry Walker becomes effective on 1 October.

Henry Sullivan has been elected v.p. of WSOC radio.

Henderson has been with the station since 1957 and is general sales manager. Sullivan, manager of the radio facility, joined the station in 1957.

Novins leaves Telemeter; Minsky elected president

Howard Minsky has been elected president of International Telemeter Company, succeeding Louis A.



Howard Minsky

Pictures Corp.

Novins, who had resigned, it was announced last week by Barney Balaban, president of the Telemeter parent company, Paramount

Balaban also announced the elections of James P. Murtagh as chairman of the board of Telemeter, Leslie Winik as executive vice president, William B. Rubenstein as vice president in charge of research and development, and Philip Isaacs as vice president of franchise sales.

Minsky has been with Paramount for 12 years, during part of which he served at Telemeter. In April 1962 he was appointed Western and Canadian sales manager of Paramount Film Distributing Corp.



James P. Murtagh

Chemway to North, dropping 5 agencies

Chemway Corp. is merging its advertising at one agency, North Advertising, as part of a revitalized marketing campaign. Five agencies are to be replaced.

North will acquire Dr. West Tooth Brushes from JWT, Lady Esther from Donahue & Coe, Zonite from DCS&S, Pretty Feet from KHCC&A. and Dr. West's Denture Cleanser, from KM&J.

All are effective immediately except the first which will take place 1 January.

'RADIOMATION' CONCEPT SENT TO AGENCIES

A brochure describing Keystone's "Radiomation" concept and its affiliates' coverage of rural communities went out to agencies earlier this month.

Some figures revealed in the study are that 1,130 radio stations affiliate.

(Continued on page 56, col. 1)

Gutman named ad director of Four Star Distribution

Leo A. Gutman has been appointed advertising director of Four Star Distribution Corp., it was announced last week by v.p. and general manager Len Firestone.

Gutman recently resigned as advertising manager of Paramount Pictures in New York. Earlier, he had been director of advertising for Ziv-UA for 15 years.

Firestone, too, is a veteran of the Ziv-UA organization, and trade observers note that Four Star is yet another syndication company which is depending heavily for key personnel on alumni of Ziv, now a part of Ziv-UA.

COMPUTER USE REPORTED BY CMB

Ten companies with a total advertising expenditure of \$450 million are now using computers to measure the sales effectiveness of advertising.

This data was provided by Central Media Bureau last week as the result of a recent survey.

Only two of the companies were identified by name: Chrysler Corporation and Scott Paper. The others are described as being in the drug, electric appliance, food, and soap fields.

CMB stated that its survey had determined that one-fifth of the respondents in its study are using computers to apportion their advertising budgets, 17 companies are using computers for most new product planning, 27 of 32 respondents have their own computer installations, 23 companies use outside computer services, and all companies with computer installations use them for accounting, billing, and paying.

WJRZ picks Adam Young national, regional rep

Newark, N. J.:

WJRZ, Newark, has appointed Adam Young as its national sales representative. The appointment also covers local and regional sales in adjacent New York.

The station itself will concentrate on sales in the northern New Jersey area, described as the fourth largest market area in the nation, stated Lazar Emanuel, president of Communications Industries Corp., WJRZ parent company.

Emanuel stated that the station will employ no salesmen of its own east of the Hudson River. An economic and sociological study of its market area has been commissioned to be done by Industricon Inc.

The market area, termed Market IV, is dominated by WJRZ as a one-station market, stated Adam Young v.p. Clifford J. Barborka, Jr.



5 REASONS WHY IT PAYS TO BUY CHANNEL 5!

- 1—Local-level merchandising support.
- 2—Top FM coverage in All Eastern Michigan
- 3—Every commercial gets full-page, front-page exposure.
- 4—Eastern Michigan's only TV station telecasting color daily.
- 5—Nearing 10 years of one-ownership service to all Eastern Michigan.

WNEM-TV



SERVING THE ONE **BIG** TOP 40
MARKET OF FLINT • SAGINAW •
BAY CITY AND ALL EASTERN
MICHIGAN



WNEM-TV

40 hours with WNEM-TV 100% color coverage on Channel 5



SARNOFF PROPOSES INT'L COMBINE

San Francisco:

RCA board chairman David Sarnoff last weekend called for a single private company to handle all the international communications of the country, including tv, radio, telephone, and new developments.

His remarks, read by his son, board chairman Robert Sarnoff of NBC, were made before a law and laymen conference of the American Bar Association's Section of Judicial Administration.

He called present laws illogical, pointing out that telephone and telegraph services are a monopoly within the country but that ten companies offer international telegraph facilities. These companies, because they must compete, Sarnoff said, are at a disadvantage with foreign carriers.

Trade commentators regard Sarnoff's suggestion as an attempt to check the advance of AT&T in the international communications field. His proposal was supported immediately by IT&T. Similar proposals have attracted favorable consideration at Western Union for some time, it is understood.

Sarnoff, whose statement was read by his son, is recuperating from a gallstone operation at Roosevelt Hospital in New York.

Merla named WOKR business manager

Rochester, N. Y.:

Michael L. Merla has been appointed business manager of WOKR (TV), Rochester, it was announced last week by president and general manager Richard C. Landsman.

Merla since 1958 has been self-employed as an accountant in Buffalo. Previously, for 12 years he was general manager of WBNY (now WYSL), and still earlier was for six years with Bell Aircraft Corporation.

Mach-Tronics sues Ampex

(Continued from page 9, col. 3)

Mach-Tronics claims its recorder, suited for closed circuit tv use, costs \$10,000 and uses \$50 tape reels, compared to \$25,000 per machine and \$360 reels for Ampex.

Mach-Tronics charged Ampex with starting its suit to harass Mach-Tronics and to preserve its monopoly.

Further, the suit charges Ampex and RCA with conspiring to eliminate competition and suppress research, cross-licensing patents to curtail competition, price-fixing and market allotment, and threatening new companies in the market.

The suit charged that Ampex's suit had frightened away customers and had diverted its funds into litigation.

Mach-Tronics asked an award of \$3,375,000 under triple damages clauses of federal anti-trust laws, asserting Ampex had caused it losses of \$1,125,000.

Cohen promoted at ABC TV

Mark Cohen has been promoted to manager of nighttime sales service and Yale Udoff has been named manager of Eastern sales service for ABC TV, it was announced last week by sales service director Loomis C. Irish.

Cohen joined ABC in 1958 and Udoff joined the network in 1960.

Wall named sales manager of KCMO-FM stereo

Kansas City, Mo.:

Richard J. Wall has been appointed sales manager of KCMO-FM, Kansas City, it was announced last week by E. K. Hartenbower, v.p. and general manager of KCMO Broadcasting.

Wall was previously a member of the radio retail sales department of KCMO.

Hartenbower described KCMO-FM as the first complete stereo station to operate in this part of the country.

WMCA TAKES N.Y. TO HIGHER COURT

WMCA president R. Peter Straus last week described the state legislative reapportionment issue — on which it has gone beyond its role of editorializer to become a plaintiff in a suit—as the most unusual of the controversial stands it had taken in eight years of similar controversial action.

On 2 May the station began its editorials and announced it had filed a reapportionment suit in Federal Court. It urged a mail campaign to state officials and on 4 April the station announced it had taken its case to the Supreme Court.

Station editorials have reported the progress of its suit. Several of the 15 different editorials aired by the station have approached what might have been a "dry" if not "square" subject by using radio humor, Straus reported.

Largest Australian tv purchase reported

Six hundred feature films have been licensed by 20th Century-Fox Tv International in Australia to Television Corporation Ltd., Sydney, and General Television Pty, Ltd., Melbourne.

The package includes the pre-1948 backlog and a group of more recent pictures. The sale is said to be the largest single Australian tv purchase to date.

King Features Syndicate opens Western division

The tv department of King Features Syndicate has established a Western division in Beverly Hills with Maurie Gresham named as tv sales director.

He had been with Allied Artists and, earlier, with MGM-TV. Eastern sales director of KFS in New York is Ted Rosenberg.



Top man on Totem pole say . . .

“Keep your eye on September 10 SPONSOR”

TELEVISION'S MOST DISTINGUISHED AND ACCLAIMED NEW SERIES

FESTIVAL

STARRING THE WORLD'S GREATEST

STANDARD OIL CO. OF NEW JERSEY
SPONSORED IT IN N.Y.C. AND
WASH., D.C....THESE FABULOUS
REVIEWS TELL THE STORY!

"Glowing like a match in the TV mid-
night"
—*Time Magazine*, April 13, 1962

"Sure to be a highlight of this season
and perhaps a landmark for seasons to
come"
—*N.Y. Herald Tribune*, April 4, 1962

"Producers David Susskind and James
Fleming merit the thanks of us all for
the recognition of the potential riches
that can be at television's disposal"
—*N.Y. Times*, April 8, 1962

"Television's vast wasteland was cul-
tivated last night by a brilliant hour of
poetry readings conducted by two gifted
performers, Paul Scofield and his wife
Joy Parker"

—*N.Y. Daily News*, April 4, 1962

"Viewers in the New York area had an
hour of pure delight last night...they
gave television a much needed lift.
Long live the Festival!"

—*N.Y. World Telegram*, April 4, 1962

"Producers David Susskind and James
Fleming, the sponsoring Standard Oil
Co. of New Jersey and Channel 5 de-
serve applause"

—*N.Y. Post*, April 4, 1962

"The three great media of communica-
tion—oral, written and electronic—
were stunningly combined this week for
the premier telecast of Festival of the
Performing Arts"

—*Washington Post*, April 6, 1962

"At the end of the fourth show Stand-
ard Oil (New Jersey) had received
some 25,000 letters of appreciation
from viewers. We don't often use this
space to pitch specific programs, but
we hope stations and local sponsors will
take a long hard look at this one when
the salesmen come around"

—*TV Guide*, June 23, 1962



PAUL SCOFIELD
AND JOY PARKER
in "A Duet of Poetry and Drama"



MARGARET LEIGHTON
in "Dramatic Readings from
Dorothy Parker"



RUDOLF SERKIN AND
THE BUDAPEST STRING
QUARTET



ANDRES SEGOVIA
with String Quartet

OF PERFORMING ARTS

10 PRESTIGE HOUR-LONG PROGRAMS

Produced by

DAVID SUSSKIND and JAMES FLEMING

ARTISTS OF THE DRAMATIC AND CONCERT STAGES



DOROTHY STICKNEY
in "A Lovely Light"



GEORGE LONDON
with
The Festival Concert Orchestra



ISAAC STERN
with
The Festival Concert Orchestra



MICHAEL FLANDERS AND
DONALD SWANN
in "At the Drop of a Hat"



PABLO CASALS
with Alexander Schneider,
violinist, and Mieczyslaw
Horowitz, pianist



CYRIL RITCHARD AND
HERMIONE BADDELEY

We can't recall any television series that has ever met with this unanimity of glowing critical acclaim. In the two cities it has thus far premiered under the sponsorship of the Standard Oil Company (of New Jersey) the "Festival of Performing Arts" produced an unprecedented

shower of mail congratulating everyone concerned with bringing this bold artistic endeavor to television.

These 10 thrilling, one hour-long masterpieces are now being made available for first-run in other local markets. We suggest you inquire without delay.

Distributed exclusively through

SCREEN  **GEMS, INC.**



WBAM

5005 14th WASHINGTON, D.C.

ANNOUNCES

THE APPOINTMENT OF

THE KATZ AGENCY, INC.

AS

NATIONAL ADVERTISING

REPRESENTATIVE

EFFECTIVE AUGUST 1, 1962

NEW YORK

PHILADELPHIA

CHICAGO

DETROIT

ATLANTA

ST. LOUIS

SAN FRANCISCO

LOS ANGELES

DALLAS

MINNEAPOLIS

Commercial commentary

You're wrong, Marion, you're wrong

In this column I am deliberately, unashamedly, and I hope not too vindictively picking a fight with Marion Harper, Jr., president of Interpublic Inc., lord of the McCann-Erickson empire, chairman of the American Association of Advertising Agencies, and my fellow Yaleman.



My quarrel stems from a short passage in an otherwise fine speech which Marion delivered at the 4As meeting at White Sulphur Springs last April.

It bothered me at the time and recently, when I came across it in printed form, it disturbed me very much.

Harper proposed a massive and continuing research project to determine what consumers feel about taste and ethics in advertising. And he wound up his proposal by saying this:

"What should prevail is not just the advertiser's, or the agency's or the medium's idea of taste and ethics, but first of all the consumers. What does the consumer believe is good or bad taste or honest or misleading representation? . . . We have the measurement techniques to provide the answer."

Marion, before I begin challenging you on these statements, there are a couple of things I'd like to make clear.

I knew your father in the old days. I knew you, too, way back when, as a surprisingly slim sophomore, you came down from New Haven to work one summer as an office boy, your first agency job.

I respect the fact that you and I share a common tradition. Not for us the shriveled, peaked, starved New England *veritas* which is good enough for the likes of J. F. Kennedy, J. K. Galbraith, Arthur J. Schlesinger, Jr., and other dubious Harvard types.

Our Yale forebears were wiser men. They recognized that truth without light is a meaningless commodity. And they insisted on amending the Harvard motto *Veritas* into our own, infinitely more profound *Lux et Veritas*.

It is precisely in the spirit of *Lux et Veritas* that I am attacking you now. I hope you will remember this.

Philosophy for moral hermaphrodites

I believe that, in the passage I have quoted, you come dangerously close to advocating a personal philosophy for moral hermaphrodites.

(Don't have conviction, son, just sway with the winds of opinion.)

I believe that the notion that an advertising man should derive his own standards of conduct by polling what the public thinks is wholly indefensible on ethical, moral, and religious grounds.

(Such a notion would make a hero out of a Pontius Pilate.)

I believe that your insistence that advertising-type research can be of major help in matters of ethics dramatizes not only the absurd idolatry with which such research is regarded in many quarters, but

(Please turn to page 51)



your key to more Virginia homes

*NCS '61 Radio—50% and over penetration

WRVA-RADIO

50,000 Watts AM, 1140 KC
200,000 Watts FM, 94.5 MC
Richmond, Virginia



National Representative:
PETERS, GRIFFIN, WOODWARD, INC.

WNBC Re-Runs

Seven Arts' "Films of the 50's"

AND SCORES

81% of First Run Ratings

94% of First Run Shares-of-Audience

The re-run strength of Seven Arts' "Films of the 50's" becomes readily apparent when the Ratings and Shares of first runs and re-runs are examined. It is interesting to note that the average time gap before re-run was only five and one-half months. The special Arbitron study, charted below, covered 8 different Warner Bros. features.

ARBITRON STUDY OF RE-RUN RATINGS & SHARES OF 8 SEVEN ARTS' POST-50'S TELECAST ON WNBC-TV'S SATURDAY NIGHT "MOVIE FOUR" (APRIL-JUNE, 1962)							
FEATURE	FIRST RUN			RE-RUN			
	TELECAST DATE	AVERAGE RATING	1/4-HOUR SHARE	TELECAST DATE	AVERAGE RATING	1/4-HOUR SHARE	
I'll See You In My Dreams	10 21 61	11.9	24%	4 21 62	16.7	38%	
Thunder Over the Plains	12 30 61	8.8	21%	4 28 62	4.0	9%	
Mara-Maru	11 25 61	15.9	40%	5 5 62	11.0	29%	
Pretty Baby	12 23 61	11.4	23%	5 12 62	8.9	21%	
Captain Horatio Hornblower	10 14 61	14.3	30%	5 26 62	9.7	28%	
Force of Arms	11 18 61	16.8	35%	6 9 62	17.5	44%	
Phantom of the Rue Morgue	10 28 61	11.3	28%	6 16 62	6.9	20%	
Operation Pacific	12 9 61	15.9	34%	6 23 62	11.3	26%	
TOTAL AVERAGE		13.3	29%		10.7	27%	

Strong re-run ratings are just part of "Films of the 50's" success story. Sponsors S.R.O. and increased sets-in-use are some other good reasons why Seven Arts' "Films of the 50's" are "Money Makers of the 60's."

Seven Arts' "Films of the 50's" ...
Money makers of the 60's



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue YUkon 6 1717
CHICAGO: 8922-D N. La Crosse (P.O. Box 613), Skokie, Ill. ORichard 4 5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
LOS ANGELES: 15683 Royal Ridge Road, Sherman Oaks
GRanite 6 1564—State 8 8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

555/5th

Only for a year

Noted in current issue of *SPONSOR* the story about our Irene Runnels, of K-BOX, the Balaban Station in Dallas, and her recent election as secretary of the Association of Broadcasting Executives in Texas (*Sponsor-Week Wrap-Up*, page 59, 23 July).

We appreciate your splendid coverage but it appears Miss Runnels has exited K-BOX for the new position. This is not true.

Miss Runnels is a full-time account executive with K-BOX and has merely been elected to this association to serve in this post for a year.

David R. Kleum
director of promotion
WFL
St. Louis

SPONSOR's 40-year album

I want to thank you so much for sending my 40-year album so soon. I am so thrilled with it. It is sure to take me back many years. I've always loved radio and always will. I could never be a tv fan. I own eight radios and could never let tv own me.

I am sending two dollars for the purchase of two more books which I want sent to my son-in-law and foster son. I know they will both enjoy the album.

Howard Dowd
Manchester, Conn.

Public service

That was a tremendous article on "Public Service That's Local and Sponsored" in your July 9 issue of *SPONSOR*. Would you please send us 25 reprints of the article.

John Dillon
promotion manager
Jefferson Standard Bstg.
Charlotte

Get out your crayons

Yes! We want a copy of the "Coloring Book for Radio Timebuyers" that masterpiece of miniatures produced by KVIL in Dallas (23 July).

Send one right away!

We have our own crayons, thanks.

John Clement
radio tv dir.
Hank and Company
Roanoke

After a taste of your "honey" article and sketches from the "Coloring Book for Timebuyers" . . . I am tempted to request a copy of a complete book.

It would undoubtedly be more than

enjoyable to have as a traveling companion on my next time-buying tour!

Ray S. Stevens
advertising copy mgr.
Stemberg's Limited
Montreal, Canada

Joe Epstein and I, who are responsible for all broadcast buying at this agency, would very much like to have our own copies of the "Coloring Book for Radio Timebuyers."

Would you please send us each a copy. Many thanks.

Marie B. O'Meara
broadcast buyer
Walker Saussy
New Orleans

We would appreciate receiving a couple of copies of the timebuyer's own coloring book mentioned in your 23 July issue of *SPONSOR*.

Thank you for your courtesy.

Henry Halpern
v.p., media director
Sadler & Hennessy
New York

SPEAK UP

KFMB RADIO is your big voice in the better part of Southern California. According to Pulse and Nielsen KFMB delivers more adult audience morning and evening than any other station!

KFMB RADIO
SAN DIEGO

TVE Transcontinent Television Corporation

IN TELEVISION: KOB-TV BUFFALO, KDAY-TV KANSAS CITY, KPNV-TV SAN DIEGO, KSD-TV BAKERSFIELD, KSTU-TV SEACON WILKES BARRE

Represented by
Kearney & Ferrante

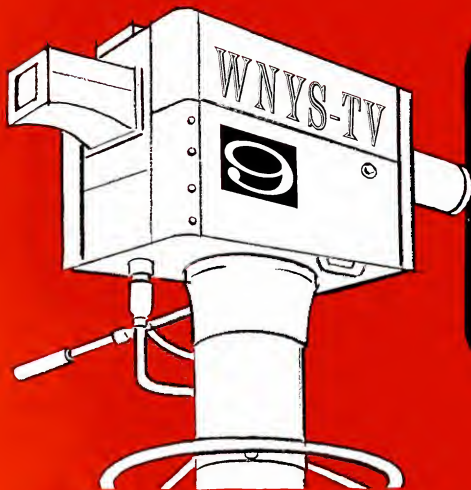
IN RADIO: KOB & KDAY-TV BUFFALO, KDAY & KPNV-TV KANSAS CITY, KPNV & KSD-TV SAN DIEGO, KSD & KSTU-TV BAKERSFIELD, KSTU & KPNV-TV SEACON WILKES BARRE

Symbol of Service

380 MADISON AVENUE • NEW YORK 17, NEW YORK

WNYS-TV

WE'LL BE CALLING YOU SHORTLY



WNYS-TV
SYRACUSE

CHANNEL

ABC AFFILIATE

P

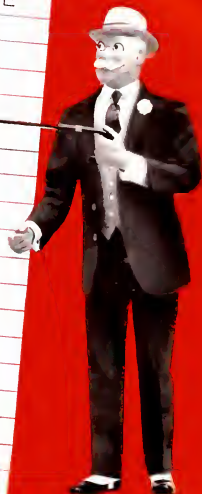
G



PETER S. GILBERT & WOODWARD, 1ST

PROGRAM SCHEDULE • WNYS-TV

8:30 AM	ROMPER ROOM
9:00 AM	JACK LA LANNE
9:30 AM	SILVER DOLLAR JUBILEE
11:00 AM	TENNESSEE ERNIE
11:30 AM	YOURS FOR A SONG
12:00 NOON	JANE WYMAN
12:30 PM	CAMOUFLAGE!
1:00 PM	DIVORCE COURT
2:00 PM	DAY IN COURT
2:30 PM	SEVEN KEYS
3:00 PM	QUEEN FOR A DAY
3:30 PM	WHO DO YOU TRUST
4:00 PM	BANDSTAND
5:00 PM	SUPERMAN
5:30 PM	AMOS 'N ANDY
6:00 PM	WEATHER • NEWS
6:15 PM	ABC NEWS
6:30 PM	ADVENTURES IN PARADISE
INDIVIDUAL EVENINGS FOLLOW NETWORK LINE UP	
11:00 PM	WEATHER • NEWS • SPORTS
11:15 PM	STEVE ALLEN SHOW



RATE GUIDE #1

*CLASS "AA" 7:31-10:59 pm Daily

	1-51 WKS	52 WKS
30 Seconds or more	\$450	\$360
20 Seconds	350	280
10 Seconds	150	120

*CLASS "A" 6:31-7:30 pm Daily

	5 PLAN		10 PLAN	
	1-51 WKS	52 WKS	1-51 WKS	52 WKS
30 Seconds or more	\$325	\$260	\$240	\$192
20 Seconds	270	216	220	176
10 Seconds	120	96	100	80

*CLASS "B" 6:00-6:30 pm Daily • 10:59-11:15 pm Daily

	5 PLAN		10 PLAN	
	1-51 WKS	52 WKS	1-51 WKS	52 WKS
30 Seconds	\$275	\$220	\$210	\$168
20 Seconds	220	176	170	136
10 Seconds	100	80	80	64

* 6:30 pm, 11:00 pm take the lower rate and are planable.
7:30 pm takes the lower rate and 5 Plan only.

CLASS "C" 5:00-6:00 pm M-F

	5 PLAN		10 PLAN	
	1-51 WKS	52 WKS	1-51 WKS	52 WKS
30 Seconds or more	\$220	\$176	\$170	\$136
20 Seconds	180	144	140	112
10 Seconds	80	64	60	48

CLASS "D"

S.O.-5:00 pm M-F • S.O.-6:00 pm Sat & Sun • 11:15 pm-S.O. Daily

	5 PLAN		10 PLAN	
	1-51 WKS	52 WKS	1-51 WKS	52 WKS
30 Seconds or more	\$140	\$112	\$80	\$70
20 Seconds	120	96	64	40
10 Seconds	50	40	30	24

Which comes first— the programming or the audience?

If you saw our ad on why we kicked \$150,000 billing off the station, you know our answer. You also know it was a new radio programming idea — Southwest Central — that helped replace this money.

Southwest Central is basically a newspaper of the air. It presents news coverage of almost every conceivable interest. And we are exceptionally well-equipped to do this. In addition to being the NBC outlet, we have the top news reporters and feature editors on our staff. By actual count, they broadcast an average of 210 news features weekly, 29 farm reports, 14 sports reports, 17 women's features, plus radio cruiser reports as they happen.

We have been told by industry people, who made a cross-country check of station programming, that we have a unique sound. Is this because we have *a lot* of news? We don't think so. The difference lies in the authenticity of WFAA news. It's the difference between actually having a

correspondent at the state capital in Austin and implying you have one. It's the difference between what really happened and a highly colored version of it.

There was a need in our market for an authoritative news format. Balanced with music that reflected a refreshing change in listener taste. We filled it. To the unconcealed joy of many advertisers who needed just such a medium to fill an important void. If you have a similar void, call your Petryman for current and choice avails on Southwest Central.



WFAA
820

WFAA-AM-FM-TV
Communications Center / Broadcast services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.



Interpretation and commentary
on most significant tv/radio
and marketing news of the week

SPONSOR-SCOPE

13 AUGUST 1962

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SPONSOR

PUBLICATIONS INC.

Take a gander at SPOT-SCOPE, page 60, and you'll find from the tv buys list that the midwest has caught up with New York in a surge of activity that spells a record fourth quarter for the medium.

An interesting sidelight on this buying action for the fall is the buying pattern, particularly such aspects as these:

- The demand for fringe and late night minutes is more intense than ever, with the likelihood that advertisers will find it tough getting slotted into them by the end of August.
- Food products dominate the buys in greater ratio than ever (it was 65-70% last fall).
- The length of schedules is one factor that has undergone a sharp switcheroo. Hand-to-mouth or flight buying is at a minimum, with a quite perceptible number of the orders extending for 20-26 weeks. Some are even for 40 weeks. And this despite the oft-heard palaver about the uncertainty of the economy.
- Daytime is getting a huge play, perhaps due to the fact that there'll be plenty of minutes available between network shows.
- The advertisers with fat budgets are focusing on minutes, while the smaller fry are making it 20's and I.D.'s, preferably in prime time.

Campbell-Mithun Minneapolis apparently isn't letting any grass grow under it in connection with getting its newcomer Chun King account hopping again in spot tv.

The agency has requested availabilities for a three-week flight, similar to the plan employed by predecessor BBDO.

Reason for the three weeks: considering the Stan Freberg humor approach to Chow Mein sell, care must be exercised against overexposure.

P.S.: This strategy note may be of interest to Salada Tea, which ran a Freberg campaign for seven weeks this spring in spot radio.

Sellers of spot radio better muster their forces right away for a counterattack on the efforts of the radio networks to snag the \$1.5 million that Campbell Soup (BBDO) has allocated for radio for 1962-63.

The disposition is to put this money into spot since the focus of interest is some 40 radio markets, but that hasn't stopped the networks from contending that they can do this job of reach and frequency more effectively and economically than spot.

You can still say that a 60-minute entertainment special will draw a far larger average audience per minute than one half that length.

This was conspicuously confirmed during the current season, as witness the following Nielsen comparison from September 1961 to April 1962:

PROGRAM LENGTH	NO. PROGRAMS	% AUDIENCE	AVG. HOMES
30 mins.	5	12.9	6,321,000
60 mins.	45	16.9	8,281,000
90 mins.	4	16.9	8,281,000
120 mins.	1	18.1	8,489,000
Total & average	55	16.6	8,134,000

Note: The above does not include documentaries, news specials and offbeat items.



SPONSOR-SCOPE *continued*

Radio stations can disregard that rumor that Robert Hall (Arkwright) is coming back with a reduced budget.

The fact is this: the radio money for over 200 markets is merely being reshuffled, with some getting more and others less.

Robert Hall's new air media splash starts 16 August and runs until 16 December, combining back to school and holiday promotions.

The account will double into tv in three markets. It will be recalled that the chain clothier pulled out of tv a couple years back because the AFTRA wild spot rate had become too steep for it.

Leonard Lavin, the midwest merchandising fireball, is already making good on one of his forecasts for future Alberto-Culver marketing (see 30 July SPONSOR-WEEK): the introduction of second and competing products in the A-C cosmetic line.

Due to be unveiled nationally is Alberto-Culver Hair Setting Lotion, which will compete with sister brand Get Set. They'll be in identically shaped containers, but different in color.

Get Set is out of Compton and A-C Hair Set is at BBDO.

The processors of flapjack-waffle syrup are back to where they were: fairly evenly divided as to market share and finding it not easy to squeeze out a profit.

Last year Lever upset this even tenor by bringing out Mrs. Butterworth's butter syrup via JWT.

The product caught on with a bang, leaving Log Cabin and Vermont Maid, the hitherto leaders in the syrup field, gaping at Mrs. Butterworth's strides.

However, General Foods and Pennick & Ford in time latched on to the appeal of the butter angle. The added competition was accompanied by a cut in price.

Spot tv will be included in the Gulton Industries' Christmas promotion strategy.

Schedules placed via Compton will be for three-four weeks starting the middle of November and the sales emphasis will be on rechargeable flashlights and pocket radios.

The list will include these markets: N.Y., L.A., Chicago, Detroit, Philadelphia, Cleveland, Boston, Buffalo, Portland, Ore.

For network it'll be a minute a week on Tonight, over six weeks.

Incidentally, Sonotone and the makers of the Mercury battery, plus some Japanese firms, are supercharging the rechargeable flashlight market with their competition.

The average evening tv programs audience seems to have taken a dip the first six months of this year as compared to the parallel period of 1961.

However, in terms of homes tuned in per average minute it's quite close to the record level—achieved last year.

Here's the four-year comparison of the January-June spans as shown by Nielsen:

YEAR	% AUDIENCE	AVERAGE HOMES
1962	17.2	8,428,000
1961	18.0	8,442,000
1960	17.2	7,774,000
1959	18.9	8,316,000

By the turn of the year ABC TV should be in a position where it has filled in almost all the important market gaps as far as having exclusive affiliates.

These new third-station situations include Providence, Rochester, Syracuse and Grand Rapids, with a good possibility of Winston-Salem being added by then.

Now it's golf that's pouring millions into the sports take of the tv networks.

With the addition of Challenge Golf and the World Series of Golf, the billings from this single sport, in terms of time, rights and production, should, as SPONSOR-SCOPE has it estimated, run around \$6.75 million.

The network with the bulk of the golf business is NBC TV. CBS TV has an explanation for the skimpiness of its own crop: it's loaded to the gills with other types of weekend sports, like the National Football League and NCAA football games and the Sunday Sports Spectacular.

Network tv's golf lineup for the 1962-63 season:

ABC TV		NBC TV continued	
EVENT	PACKAGE COST	EVENT	PACKAGE COST
Challenge Golf (13)	\$1,400,000	All-Star Golf (13)	\$1,300,000
Bing Crosby Tournament	250,000	World Series of Golf	500,000
TOTAL	\$1,650,000	National Open	250,000
CBS TV		Buick Open	250,000
Masters Tournament	\$350,000	Las Vegas Championship	200,000
PGA Championship	250,000	Thunderbird Tournament	200,000
TOTAL	\$600,000	Palm Springs Classic	200,000
NBC TV		NBC TV Total	\$4,500,000
Shell Wonder World Golf	\$ 1,600,000	Grand Total	\$6,750,000

ABC TV, incidentally, has about wrapped up its disposal of its American Football League package for the fall.

Last week's sale was an eighth of the 11 games to Goodyear (Y&R).

Look for the chances of Hollywood's independent tv film suppliers getting a break on the networks to become slimmer next season than ever before.

Aggravating their problem in an immense way is the fact that ABC TV continues to expand its partnership investments with what it deems outstanding creative talent.

Conspicuous among such latest alliances are Quinn Martin, who produced the New Breed, and Leonard Stern, who's responsible for I'm Dickens, He's Fenster. Favoring such investment partnerships is guaranteed network time.

What's happening here is an adaptation of something that prevailed in the film world a generation ago: a company performing the twin function of producer and exhibitor.

With tv going global, there's a special inducement for a network to have a financial finger in a substantial roster of tv films: that foreign distribution is worth an additional 20 to 40% income for a series. And there's also the distributing fee accruing from American syndication of the off-network product.

Obviously, ABC TV is following a pattern set up some years back by CBS TV, which now is in a position to reap rich syndication and foreign profits from such series as I Love Lucy, Gunsmoke, Have Gun Will Travel, Perry Mason, Rawhide, The Defenders, etc.

P&G is revving up for a big special product promotion the first quarter of 1963.

In tv the keystone of this blast will be two specials on ABC TV, the first, 23 January and the other 13 March.

The company will also have the Academy Awards in April on the same network.

Those who have been watching the radical shift in the complexion of ABC TV nighttime programming may not be aware of this facet: that network will have as many situation comedy series as CBS TV, not so long ago far ahead in such happy fare.

Both ABC TV and CBS TV will have 10 shows in that category, NBC TV six.



SPONSOR-SCOPE *continued*

If you've got any pity to spare for worry that comes from prosperity, you might pass it on to the sellers of network daytime tv.

The problem they're wrestling with stems from the fact they're in a sellout situation for the fourth quarter, they've got advertisers clamoring for January starting dates and they can't do much about it because they don't know what will be available then.

These sellers have been nudging agencies with daytime schedules to tell them what they propose to recommend to such clients about first 1962 quarter renewals, but the comeback in most cases has been: it's too soon to say; come back to us in 60, if not 15, days.

To put it mildly, it's quite frustrating, and also bewildering, for the daytime sellers. They can understand holding off renewal notices when it comes to nighttime, because a client always wants to see first the initial two or three ratings.

But why, they ask, should the hesitancy also apply to daytime, since the programming is hardly of comparable consequence?

Something that might be expected before the year is out: General Motors spending more in tv than in newspapers.

Here's how the giant's expenditures in the two media have compared the previous two years:

MEDIUM	1961	1960
Tv	\$23.3 million	\$23.8 million
Newspapers	29.6 million	40.4 million

Two things to bear in mind while looking at these figures: (1) the tv totals represent only gross time and do not include program costs, which, incidentally, in GM's case runs above average; (2) the sharp cutback administered to newspapers.

American Motors (Geyer) last week made its first commitments in tv for the promotion of its 1963 line: eight nighttime minute participations on NBC TV and six like participations on ABC TV.

They'll be run off between 5-25 October.

It's expected that American will also have a spot tv schedule going during that introductory period.

Don't take this as official, but, judging from a poll just taken by a New York commercial service firm, 40% of tv stations have objections to the piggyback commercial with unrelated products.

The firm which did the poll was Trim Telefilm Service Corp. The questionnaire, addressed to 551 stations, merely asked whether an unrelated-products piggyback was acceptable.

According to figures circulated among agencies by Trim Telefilm, 482 stations answered the query and of these 196 said they would refuse to take such a commercial.

Re item 30 July issue about sudden burst of insurance accounts in tv, Aetna Casualty and Surety Insurance (Remington) will be back on Tonight, starting the latter part of September.

In other words, it's not buying a package of sports participations on CBS TV.

For other news coverage in this issue: see Sponsor-Week, page 9; Sponsor Week Wrap-Up, page 56; Washington Week, page 59; SPONSOR Hears, page 62; Tv and Radio Newsmakers, page 68; and Spot Scope, page 60.

**CLASS OF SERVICE**

This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION TELEGRAM

W. P. MARSHALL, PRESIDENT

1201

SYMBOLS

DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

RA 113 BB 125

B RIA027 PD=RI NEW YORK NY 19 1134A EST=
FRED FLETCHER=

1962 JAN 19 AM 11 46

STATION WRAL-TV= RALEIGH NCAR=

RALEIGH-DURHAM NOW 50TH TV MARKET WITH 343,800 TV HOMES=
TELEVISION MAGAZINE

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE



**Contact H-R for complete new data
on the nation's 50th TV market**

ABC TELEVISION

WRAL-TV

CHANNEL 5
Raleigh-Durham, N. C.

Represented Nationally by H-R

MM

METROPOLITAN
BROADCASTING CORPORATION

WNEW-TV New York
WTTG Washington, D.C.
KMBC-TV Kansas City, Mo.
KOVR Sac.-Stockton, Calif.
WTVH Peoria, Illinois
WTVF Decatur, Illinois

METROPOLITAN
BROADCASTING RADIO

WNEW New York
WIP Philadelphia, Pa.
WHK Cleveland, Ohio
KMBC Kansas City, Mo.

FOSTER AND KLEISER
OUTDOOR ADVERTISING
Offices in California,
Washington and Oregon

METRO BROADCAST SALES
Station Representatives
WORLDWIDE BROADCASTING
WRUL Radio, New York

"An hour
of glowing and
enriching
artistry..."

NEW YORK TIMES,
JACK COULDS

"The three great
media of communication-
oral, written and
electronic-stunningly
combined."

THE WASHINGTON POST,
LAWRENCE LAURENT

"For its continuing
service to television's
small army of
quiet-minded viewers,
quiet 'thank you' to
Standard Oil, Humble
and Esso."

THE SATURDAY REVIEW,
ROBERT LEWIS SHAYON

"Now why can't
the networks
give us programs
of this sort?"

N.Y. WORLD-TELEGRAM
AND SUN,
HARRIET VAN HORNE

"...the most
distinguished
series [of]
television in a

NEWSDAY
B. OELATINE

"The ten-week
Festival of
Performing Arts...
has gotten
off to a brilliant
start!"

WASHINGTON STAR,
B. HARRISON

"Pablo Casals...
marked the high
point of that
program's rather
remarkable series."

NEW YORK TIMES,
PETER BART

The make-up of Florence

She's a composite of old Southern charm and vital Southern energy. She's industrially and agriculturally rich. She symbolizes a beautifully compacted area, the nation's fourth largest single-station market.



WBTV

Florence, South Carolina

*Channel 8 • Maximum power • Maximum value
Represented nationally by Young Television Corp.*

A Jefferson Standard station
affiliated with
WBTV and WBTV, Charlotte





GROWTH THROUGH ADVERTISING



TIO
Television Information Office

SPECIAL REPORT—PART ONE

The image-builders 1962-63

"Vast labyrinth" of activities to build prestige for advertising and broadcasting now in work or planned by 4As, ANA, NAB, TIO, others

Appointment in New York. Today (13 August), a brand new 16-man joint committee of the 4As and ANA is meeting in New York to begin work on eight specific projects, designed to publicize "Advertising's Contribution to our Economy and Society."

Ordinarily, the formation and activities of this new blue-ribbon committee, headed by Clinton

Frank, president of Clinton E. Frank, Inc., Chicago, for the agencies, and Max Banzhaf, director of advertising, Armstrong Cork, for advertisers, would not attract wide trade interest and comment.

But, in terms of industry image-building, these are not ordinary times. Beginning approximately three years ago, in the summer of 1959, there has been such a startling increase in the number and

Here are some of the current and planned activities of four



4As

JOHN CRICHTON
president

CODE strengthening through a new creative code; "Copy Interchange" program with ANA toward eliminating objectionable copy; continuing research on consumer judgments of advertising; development of relationships with key economists; awards for advertising case histories which could be used for teaching advertising; development of editorial material for use in newspapers and with opinion leaders; enlisting support of other associations in coordinated effort to promote advertising's image.



ANA

PETER W. ALLPORT
president

JOINT interchange and information committee with 4As; film, "This is Advertising" for showing to business, civic groups; emphasis on image-building to corporate management; distribution of articles, speeches, reports to universities, colleges, government departments, members of Congress; analyses of pending legislation for use by senators and Congressmen; special work of President Peter Allport, head of Secretary Hodges' Advertising Advisory Committee.

complexity of projects aimed to build prestige for advertising and broadcasting among "thought-leaders, opinion-makers, trend-setters and other influentials" that few in the industry can possibly keep track of developments.

The new 1A-ANA effort is a highly important step. But it is only one of dozens of activities now in work or planned by such organizations as AFA, NAB, TIO, NAM, ARF, U.S. Chamber of Commerce, and countless other organizations and individuals.

Last week, in an effort to get a clear picture of what has been called the "vast labyrinth" of current industry image-building projects, the editors of *SPONSOR* interviewed top advertising and broadcast executives, and high association officials.

We are presenting here a special two-part report. Part I in this issue deals generally with image-building by advertiser and agency groups. Part II (next week) will discuss similar work by broadcaster groups, as well as how, and at what points,

these efforts do, or should, dovetail.

Summary of findings. Meanwhile, here is a summary of findings about image-building activities which apply to both admen and broadcasters:

- An unprecedented number of top industry executives are spending unbelievable amounts of time and attention on image problems.

- The goals and techniques of different groups and individuals may differ somewhat, but there is a striking similarity in general purpose, and considerable interlocking of the people involved.

- Both admen and broadcasters are aiming primarily to influence two specific groups: 1) thought leaders, opinion makers, and intellectuals on the national level; 2) community leaders and civic associations on the local level.

- Both admen and broadcasters are stressing 1) research, and 2) industry self-regulation, as necessary preliminaries to image-building.

- The image interests of both ad-

men and broadcasters are strikingly and dramatically inter-related through tv. Public attitudes toward both tv and advertising are heavily influenced by tv commercials.

- Despite this commonage of interest, however, there is a crying need for greater coordination and planning between all the different groups engaged in image-building.

- Efforts at coordination have thus far been blocked because of 1) general ignorance of what other groups are doing; 2) inter-group jealousies and, to some extent, politics; 3) the lack of any single organization which can assume charge of image-building activities, and the reluctance of all groups to set up such an organization.

- In today's multi-group operations, the range, scope, and variety of image-building projects are nothing short of startling.

The 4A Program. At the 1As, the chief image-building operations are under the supervision of the Government, Public and Educator Relations Committee, headed by Clinton Frank.

industry organizations engaged in industry image-building



NAB

LEROY COLLINS
president



TIO

CLAIR R. MCCOLLOUGH
ch. of the board

PROGRAM of joint communications with General Federation of Women's Clubs to orient eight million women on radio tv; "Look for a room with a radio" campaign to persuade hotel/motel operators to provide radios for guests; distribution of booklets and on-air promotion to accelerate use of radio; expansion of program to promote NAB codes; preliminary work to establish a National Speakers' Bureau composed of broadcasters available on state and regional bases.

12-LECTURE course covering all significant aspects of commercial tv for public school teachers; completion of the distribution of four-part color-slide presentation to help sponsors inform interested groups in their communities about tv; advertisements in publications such as *New Yorker* and *Saturday Review* to show that tv meets the needs of "thoughtful or discriminating viewers"; distribution to educators, parent groups, of a book, "Television for Children."

In general, the 4A program is built around the recommendations which came out of the Hill & Knowlton study, completed in early 1961: 1) there is need for an increasing knowledge of the functions and economy of advertising as a basic tool in our economy; 2) the problem is so broad that all sections of the industry should participate; 3) a simultaneous two-part effort is required—improve the character and acceptability of advertising, and tell people about its contributions to our economic system.

In the area of improving advertising content the 4As has been taking two significant steps: the setting up in 1961 of a joint operation with ANA of its "Copy Interchange" program, and the drafting in 1962 of a new "Creative Code" (see cut).

The Interchange operation is a system of reviewing complaints from trade and consumers against specific ads or campaigns for violation of good taste. The Interchange board, composed of top-ranking admen,

studies each complaint on a case-by-case basis, and, when it feels justified, brings direct moral pressure on agencies and advertisers for changes.

The new Creative Code goes far beyond previous 4A codes in providing for expulsion from the Association any agencies which violate it.

In the area of "telling advertising's story," the 4As has maintained the position that it lacked funds to finance on its own a really effective campaign to "advertise advertising."

Instead, it has proceeded in two directions: 1) to enlist the support of other associations in a coordinated industry effort to promote advertising's image; and 2) to stake out certain image projects (not using advertising as such), which it proposed to concentrate on.

4A efforts to pull together other associations in a coordinated program proved at first somewhat disappointing, however. At a January meeting of the six associations which originally set up the Advertising Council in 1942 (ANA, 4As, NAB, ANPA, MPA

and OAA), the suggestion of a new, single organization to coordinate image-building was rejected ("Why do we need a new association?").

The 4As thereupon turned to drafting its own set of projects and set up with the ANA a new joint committee on an information program for advertising.

This is the committee which is meeting in New York today. It will be tackling the following specific projects:

1. The development and sponsorship of *authoritative new textbooks* on advertising and marketing, and a plan for distributing and promoting them.

2. The development of a program for *participating in current programs of economic education* such as those now operated by the Department of Commerce, U.S. Chamber of Commerce, The Joint Council on Economics, and other organizations.

3. The development of a plan for *commissioning and placing special articles* on advertising in profession-

One step in image-building: stronger codes

CREATIVE CODE

American Association of Advertising Agencies

The members of the American Association of Advertising Agencies recognize:

1. That advertising bears a dual responsibility in the American economic system and way of life.

To the public it is a primary way of knowing about the goods and services which are the products of American free enterprise, goods and services which can be freely chosen to suit the desires and needs of the individual. The public is entitled to expect that advertising will be reliable in content and honest in presentation.

To the advertiser it is a primary way of persuading people to buy his goods or services, within the framework of a highly competitive economic system. He is entitled to regard advertising as a dynamic means of building his business and his profits.

2. That advertising enjoys a particularly intimate relationship to the American way of life. It enters the home as an integral part of television and radio programs, to the individual and often to the family. It shares the same space as the individual and the family.

addition to supporting and obeying the laws and legal regulations pertaining to advertising, undertake to extend and broaden the application of high ethical standards. Specifically, we will not knowingly produce advertising which contains:

- a. False or misleading statements or exaggerations, visual or verbal.
- b. Testimonials which do not reflect the real choice of a competent witness.
- c. Price claims which are misleading.
- d. Comparisons which unfairly disparage a competitive product or service.
- e. Claims insufficiently supported, or which distort the true meaning or practicable application of statements made by professional or scientific authority.
- f. Statements, suggestions or pictures offensive to public decency.

We recognize that there are areas which are subject to honestly different interpretations and judgment. Taste is subjective and may even vary from time to time as well as from person to person. We recognize that there are areas which are subject to honestly different interpretations and judgment. Taste is subjective and may even vary from time to time as well as from person to person.

al and intellectual journals.

4. The development of a plan for mailing reprints and other materials to opinion and community leaders, schools, and colleges.

5. The development of editorial material for use in newspapers and with opinion leaders.

6. The development of a speakers' bureau, capable of providing communications with educators, religious leaders, and corporate management.

7. The development of a new film on advertising, directed toward the educational field.

8. The development of a plan to publicize the extent and effectiveness of self-regulation and improvement efforts in advertising.

In addition to these projects to be dealt with jointly with ANA, the 4As has also under consideration a number of other undertakings proposed by its board chairman, Marion E. Harper, president of Interpublic, Inc., including:

- The setting up of a 4A Information Center
- Continuing research on consumer judgments of advertising
- Awards for advertising case histories which could be used for teaching advertising
- Development of relationships with key economists

and many more. Also, in the area of advertising improvement, the 4As is preparing a series of "inspirational booklets," written by such prominent agency men as Fairfax Cone, Leo Burnett, George Gribbin, Charles Brower, and Edwin Cox, for circulation to agency personnel, and has prepared a film, with a text by Walter O'Meara, "The Adman (Thought Leader Version)," designed to appeal to creative advertising people.

Finally, the 4As' new president, John Crichton, besides being actively involved in all the projects mentioned here, is concerned, ex-officio, with a number of other outside operations which indirectly bear on image building, including the Advertising Research Foundation, Advertising Advisory Committee to the Secretary of Commerce, etc.

The ANA Program. The ANA under the presidency of Peter Allport (Please turn to page 52)

Another step: get to the community level





WITH TELEVISION selected to spearhead the campaign to introduce Pepsi's 16-ounce package to the Richmond-Petersburg, Va., area (left), backed up by radio and most other media, the most immediate, stunning result was distribution in 600 service stations, like display shown above

What Pepsi learned in Virginia

- ▼ Marketing strategy of two local Pepsi-Cola bottlers results in stepped-up distribution of 16-ounce package
- ▼ Radio and tv, taking over 60% of saturation budget, are credited with the major roles in campaign's success

Last week, the Pepsi-Cola Co. and the Television Bureau of Advertising made known the strategy and results of one of the most massive saturation campaigns in the history of the company, indeed of broadcast advertising—a campaign which camped 100 announcements on three television stations, 5,234 spots on 17 radio stations, in a single month. (The saturation covered both April and May of this year.) Though limited to central Virginia, its basic marketing-media strategy could have far-reaching effects on Pepsi in its race with Coca-Cola nationally. It could also trigger a market-by-market similarity that not only would put more Pepsi dollars in the broadcaster's pocket, but influence other new-product advertisers as well.

Through a 12-minute film entitled "A Tale of Two Cities"—produced by TvB at Pepsi's request—the story of how two franchised Pepsi-Cola

bottlers in Richmond and Petersburg joined together to introduce the company's new 16-ounce product in their area will be seen shortly by Pepsi bottlers across the country. Available also through regular TvB channels, and screened for sponsor late last week, the film is an impressive record of how radio and television can create product distribution even prior to consumer demand.

While the idea of "coming on strong" originated in Pepsi's New

York offices (the company's marketing philosophy: dependence on individual bottlers to get a new product or packaging off the ground with his own money; belief that the first competitor to crack the market maintains the position of imminence), the planning and execution of the campaign was carried out by Jacob Brown and Norman Sisisky, the Pepsi-Cola bottlers in Richmond and Petersburg respectively. It was they who decided to pool their advertising dollars, aided, of course, by sizeable "cooperative" funds from the parent company. It was they who chose to give more than 60% of their budget over to broadcasting. Philip B. Hinerfeld, vice president and director of advertising for the Pepsi-Cola Co., believes their successful formula will be followed by many bottlers.

SOFT DRINK STRATEGIES. In the 25 June issue, SPONSOR investigated in detail the advertising strategies of the soft drink companies, focusing on the current Coke-Pepsi race for supremacy. Pepsi, with its aggressive "those who think young" formula, is experimenting in markets across the country. Here is the most recent, and most successful, of these experiments.



PEPSI-COLA BOTTLERS Jacob Brown, Richmond, and Norman Siskiy, Petersburg, take a pleased-as-punch look at the advertising media which accounted for their success. In a 12-minute film, produced by Tv8, bottlers credit broadcasting with major sales and distributive results

One of the more interesting aspects of the film, as far as broadcasting is concerned, is the device of having Brown and Siskiy narrate it themselves, giving a grass-roots authenticity to the selling power of both radio and television.

How did radio and television come in for the lion's share?

In initial meetings Hinerfeld and Pepsi-Cola's regional office in Washington decided that the campaign, if it was to blanket the area, had to be an all-out, all-media effort, including not only radio, television and newspapers, but buses and billboards as well. Television, however, soon emerged as the key factor, chiefly for two reasons: it seemed the dominant medium in the Richmond-Petersburg area, and Pepsi-Cola itself had for some time been crediting video with capturing the essence of the Pepsi story.

Stations WRVA-TV and WTVR-TV, Richmond, and WJEX-TV, Petersburg, were selected to spearhead the campaign, backed up by 17 ra-

dio stations throughout central Virginia. All announcements were bought at local rates. Dollar figures are not available.

Station cooperation had much to do with the overall plan. According

to Hinerfeld, WRVA-TV gave the bottlers 400 shared-logo I.D.'s, which actually increased the number of tv impressions in April to 800. In all, the bottlers increased their advertising impressions by over 100%.



Philip B. Hinerfeld
v.p., adv. dir., Pepsi-Cola

An important message to broadcasters from the v.p., advertising director of the Pepsi-Cola Co.

"When a Pepsi-Cola bottler decides to market any new package size, call on him. Find out what his objective is. Learn his business. Go back and prepare a sales plan and come back and sell him a package—a means of helping him accomplish his objective. The money is there, the need is there, the intelligent broadcast salesman can't help but come out on top."

MEDIA SUPPORT - 16 OUNCE INTRODUCTION RICHMOND, PETERSBURG VA.

MEDIA	PRE-INTRODUCTORY	INTRODUCTORY PUSH *	POST-INTRODUCTION SUSTAINING	INTRODUCTORY ADVTG *
Radio				5284 SPOTS PER MONTH
T V				400 SPOTS PLUS 405 VIDEO I.D.S. PER MONTH
Newspaper				24 FULL PAGE 4/COLOR ADS PER MONTH
Outdoor				265 30-SHEETS
Bus				295 BUS SIGNS
Painted Walls				375 PAINTED WALLS

PEPSI'S ALL-OUT, all-media saturation campaign in central Virginia, as outlined above, is being recommended by the company to bottlers throughout the country. This accelerated strategy for introduction of new products in individual markets is now vital part of Pepsi philosophy

With the other media selected "so you couldn't take a step in central Virginia without being aware of Pepsi's half-quart" (375 painted walls, in addition to 265 50-sheet outdoor posters, 295 bus signs, 21 full-page color newspaper ads per month), the campaign made almost exclusive use of material prepared by Pepsi-Cola's agency, BBDO. This included radio transcriptions and television commercials employing the voice of Joanie Sommers, with special hard-selling lyrics to the familiar Pepsi tune. Aside from this material, the agency was not involved in the campaign's plotting.

That the accelerated joint efforts of the two bottlers paid off handsomely is now a matter of record. Says Brown: "We sold more Pepsi-Cola locally than ever before, and broadened the distributive pattern by creating new places to sell Pepsi."

Radio and tv are credited with the major role in getting Pepsi into over 600 service stations in the area, as well as doubling supermarket distri-

bution. Both Brown and Sisisky claim that these rapid-fire results, plus the creation of additional display-space for the 16-ounce in stores where Pepsi already was well-established, were due largely to the impression radio and tv made on store owners. With Pepsi's well-known philosophy—"Availability equals sales"—the distributive aspect was as important as direct consumer sales.

In the "Tale of Two Cities" film itself, Brown declares: "Television was the sparkplug of the drive because it lends itself very well to area planning. We created Pepsi excitement with video and then followed through with other media, keeping at it constantly. Today we feel that central Virginia is Pepsi-Cola. People can't miss it."

The central Virginia success has prompted Hinnerfeld to issue through SPONSOR, a special statement to all U. S. broadcasters: "When a Pepsi-Cola bottler decides to market any new package size, call on him. Find

out what his objective is. Learn his business. Go back and prepare a sales plan and come back and sell him a package—a means of helping him accomplish his objective. The money is there, the need is there, the intelligent broadcast salesman can't help but come out on top."

Hinnerfeld also emphasizes the bottler's relative autonomy in media selection. While Pepsi regional offices sit with bottlers to set up broad media plans, he says, bottler—in new product and packaging introductions—chooses his own pace and channels. But broadcasting, as per the Virginia experiment, "is ahead of the game."

Radio stations used in the central Virginia experiment were:

WRVA, WLEE, WRNL, WMBG, WEET, WRGM, WNT, Richmond; WENZ, Highland Springs; WFVA, WTLZ, Fredericksburg; WNTT, Warsaw; WDDY, Gloucester; WSSV, WPVA, Petersburg; WHAP, Hopewell; WKLV, Blackstone; and WEVA, Emporia.

HOW TO TRAIN A TIMEBUYER

➤ Agency practices differ, but two fundamental jobs lead to buyer's post—estimator and media researcher

➤ Starting next month, K&E will initiate a 17-week training program to help develop potential media buyers

One problem shared by all agencies is that of training recruits in two areas, media and research. The only realistic solution—and one certainly not peculiar to advertising—has been on-the-job-training, or learning-by-doing, programs, as explained to sponsor by Anthony C. DePierro, Geyer, Morey, Ballard vice president in charge of media; Stephens Dietz, Kenyon & Eckhardt senior vice president, marketing services, and executive committee member, and Philip C. Kenney, Reach, McClinton & Co. vice president and media director.

Next month at K&E Dietz revealed a new formal media training program will get underway which is designed not only to develop superior media personnel, but also to encourage and develop communication

among all media personnel at all levels of responsibility. It will also help to spot "comers" in the lower echelons and develop media acumen among interested non-media personnel.

The training program, put together by K&E media group heads Jack Caplan, Paul Roth, and John Shima, will be open to assistant buyers, media research analysts, and selected estimating personnel.

The trainees will meet for one or two hours once a week in groups of three or four. The meeting time will be contributed by themselves and the agency. The pilot program tentatively is scheduled to last 17 weeks, and if successful a continuation program may be set up.

The most vital aspect of the program is that each group will become,

in effect, a "little agency" which will be required to come up with an advertising program which must be sold to a "client board," in this case marketing department management personnel.

Before developing the marketing and media planning for hypothetical products, each group will be given available research studies, client presentations and other documents.

The agenda also includes lectures at appropriate points by agency personnel and or visiting experts from outside the agency. Media group heads will screen the lectures of the experts, prior to delivery, for context and adequacy of information.

The purpose of this format, the K&E media group heads said, is "to develop individuals who will: 1) learn to work effectively in a group action, and 2) attain the ability to persuade and defend their ideas on their feet and in writing."

One advantage of the extra-curricular effort—to both trainee and agency—is the opportunity to meet directly, outside the normal organizational lines.

Lesson number one on the 17-week agenda includes: a) review of course programs, objectives; b) introduction to product category; c) lecture—"Evaluation of Sales Opportunities for Selected Product Category"—which will provide insight into assessing the potential for a product by reviewing the total market, competitive entries, etc.; d) group assignment—prepare review of market activity and potential for hypothetical product.

Lessons number 6, 7, 8 are devoted to broadcast media, and other media are taken up in other lessons.

Lesson 6 consists of a presentation, a lecture—"Television Media"—and an assignment to construct a media strategy and plan.

Lesson 7 also has a presentation and a lecture—"Network and Spot TV Planning"—and the assignment.

Similarly, lesson 8's lecture is "Radio and Radio Planning."

The agency acknowledges that the

Stages in the development of a buyer

1. ESTIMATOR: an estimator, familiar with the clerical routine, begins to use source material (SRDS, rating services, etc.) to help buyer prepare an estimated cost of a campaign. At some agencies, either Step 1 or 2 can lead to Step 3, buyer. Other agencies require experience in 1 and 2.

2. MEDIA ANALYST: whereas an estimator is primarily occupied with costing, a media analyst's first concern is audience, where and what it is, how best reached, etc. Work requires facility with all source books—Nielsen, ARB, etc. Executives give analyst an "edge" over estimator.

3. BUYER: training does not end for buyer. Working with his supervisor, he works toward maximum efficiency, applying skills gained in Steps 1 and 2. Essentially he "executes the media strategy statement."



TELLING how their agencies train buyers are (l to r): Anthony DePierro, GMB vice president, charge of media; Stephens Dietz, K&E senior vice president, marketing services, and executive committee member, and Philip C. Kenney, Reach, McClintock & Co. vice president and media director

media training program is only one contributing factor to the long-range goal of strengthening the agency's total media operations.

Other factors include adequate recruitment, positive personnel policies, favorable public relations, and creation of realistic incentives and opportunity for advancement.

Dietz, who is a member of the 4As Committee of the Board of Agency Personnel, said that he is going to raise the question at that body's next meeting, whether the 4As might develop a training program, particularly in media and research.

While all three agency executives, DePierro, Dietz, and Kenney, agree on the desirability of promoting from within, they reveal minor differences in the steps toward promotion to buyer at their respective agencies.

At K&E, Dietz said, the steps are: 1) clerk estimator; 2) media research analyst; 3) assistant media buyer, and 4) media buyer (note: buyers are not called "timebuyers," "spacebuyers," etc. at K&E).

"Generally allowing for exceptions," Dietz said, "a clerk estimator can work up to buyer in one-and-a-half to three years. Openings and timing, of course, always enter the picture."

"One quality desirable in a clerk estimator," Dietz continued, "is that

he be good with numbers. He'll be working with them all the way through. He'll learn how to read SRDS and do extensions (e.g.: determine monthly costs for individual spot purchases), and will go on to calculating the costs for making a buy, under the eye of the buyer or assistant buyer.

"The fundamental difference between an estimator and a media research analyst," Dietz explained, "is that the estimator deals primarily with dollars, while the analyst deals primarily with audiences. Both are basic stepping stones, however, and no matter which job he has first at K&E, a buyer will work at both before he becomes a buyer."

A media research analyst, Shima said, does more sophisticated work with rating books, such as Nielsen, ARB, etc., and will be given specific problems to solve.

"For instance," he continued, "let's say a spot buy has been made. The analyst will be asked to determine the audience and cost efficiency, reach and frequency, and frequency distribution" (e.g.: how many people are seeing the message above or below the average frequency).

Another problem, Shima said, might require an analyst to determine an audience for a prospective tv program by age, income, sex, and so on, and relate this to the product.

The next step, assistant buyer, Caplan said, bridges the functions of a buyer on an account and an estimator. Sort of a middle-man, the assistant buyer receives data from both estimator and analyst, evaluates it, and makes the buy, providing he has the experience to do so, as well as the buyer's approval.

A buyer himself, Roth went on, helps formulate selected schedules to follow through on strategy which has been set up by the media supervisor and media group head. "He pulls together pertinent costs and audience information, sees reps, discusses new developments, and so on. In a word he executes the media strategy statement."

Above the buyers are media supervisors and media group heads, who themselves participate in on-the-job training, although it is now augmented by participation in marketing-management seminars.

The estimator and media research analyst job descriptions as presented by K&E tally very closely with those at Reach, McClintock and Geyer, Morey, Ballard. But there are points of departure.

At Reach, for instance, the buyers specialize in a medium, Kenney said, and are called timebuyers or print-buyers. At GMB, DePierro said, the buyers are timebuyers and spacebuyers.

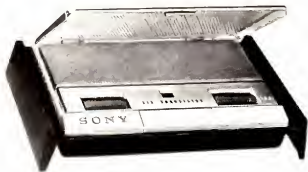
(Please turn to page 53)



BASEBALL-size Toshiba is a big-league item among novelty radios



AFTERNOON golf date? Watch-buzzer in Bulova radio will wake you



LOW-LYING Sony looks like desk accessory—will play at set time

ARE NOVELTY

Stations, agencies find novelty radios shaped like baseballs, space rockets, etc., and they make excellent gifts in promo drive

Radio manufacturers here and abroad have introduced some eye-catching designs for receivers in the past few years—as a quick glance at these pages reveals.

Costing anywhere between 35 cents and \$60, it is now possible to buy radios in shapes ranging from space rockets to baseballs. Macy's sells a radio built into an early American telephone, the party-line kind with a hand-crank on the side.

Importers and distributors say that the novelty radios, especially the less costly ones, are bought mostly as promotion gimmicks by radio stations, although they also are ordered by advertising agencies, station rep firms, and others in the industry. Retail chain stores are other "big users."

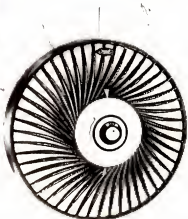
The more expensive radios, and those with a more functional shape, are generally bought by the retail consumer.

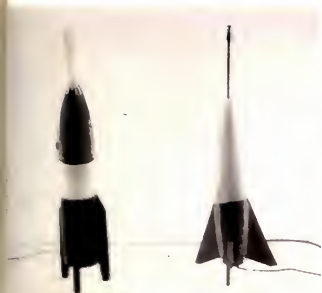
The novelty radios have been moving "fairly good" since they came on the market about two years ago, according to Ben Dweck, manager of Arrow Trading Co., New York, which handles the rocket, globe, desk-pen, and cigarette-lighter radios among thousands of other battery-operated appliances.

Orders come in regularly throughout the year, Dweck said, but the real busy season—which should come as no surprise—is at Christmas time. "They make a perfect

"...AND now the news from around the world." The Globe radio is an ideal set for the avid follower of bulletins from earth's widely separated trouble spots

FROM ON HIGH: The Toshiba wall radio is not only decorative, its two speakers fill the room with sounds from an uncommon radio location—the wall





INEXPENSIVE rocket-shaped crystal sets for launching promo drives

JUST the thing for pent-up executive—Coronet desk-pen radio set

RADIOS OF ANY PRACTICAL USE?

lift," he said, "especially for business firms or for those people who seem to have everything."

Richard B. Stollmack, general manager of Transistor World Corp., New York (an import firm which handles Toshiba radios), offered a rough estimate that about 10% of the baseball and wall radios find their way into consumers' hands as premiums.

He believes that sales of the novelty radios—although good—would be much better were it not for the laziness on the part of many retailers.

"They don't want to sell," Stollmack said. "All they want to do is have a customer come in, ask for something standard, and then wrap it up. They don't even want to make displays."

Among the higher-priced receivers found in executive's offices are the Sony "fingertip control" desk radio; the Bulova "watch radio," and the Toshiba "wall radio," all shown here.

The Sony is a low, flat set, which resembles a desk accessory. However, at the touch of a fingertip, the cover pops up and the radio plays. It can be set in advance to lay automatically.

The Bulova Alert Mark II looks like a traveling clock which folds into a leatherette-covered case. The jeweled watch, with gold-plated crown, turns the radio on or off, and also has a buzzer alarm.

A spokesman pointed out that, although it is not too widely known, Bulova has been in the radio business for 40 years, having entered the field with a clock radio.

The Toshiba "Hi Fi Wall Radio" is a decorator-styled model which hangs by a mounting bracket on the wall, just like the familiar kitchen clock.

The least expensive of all the novelty radio sets are the space rockets, which actually are germanium crystal sets. They sell for \$10.20 a dozen, or \$12 a dozen with a metal knob.

The cigarette-lighter radio has two transistors and is about the size and shape of the well-known wind-proof cigarette lighters.

The desk-pen radio, or Coronet desk set, is another two-transistor radio complete with batteries and earphone.

The globe radio, seen here, is also a two-transistor set. It has a nine-volt battery and an antenna.

Another variation of the globe radio is handled by the Star-Lite Electronics Corp., New York. An eight-transistor, it is a battery-operated, light-weight portable. Ten inches in height and eight inches in diameter, the globe is surmounted by a four-jet plane flying over the North Pole. Latitude and longitude navigational aids also griddle the globe.

Dweck also handles another radio which is novel only in that it is small. Dweck claims that it is "the smallest two-transistor radio in the world." Called the "Puppy," it is 45 mm by 48 mm by 16 mm, and its net weight is 40 grams. It is equipped with an earphone and an automatic earphone push-in-pullout switch.

As for the so-called "Dick Tracy wrist-watch radio," neither the suppliers nor the manufacturers interviewed have seen or heard anything of a working model, outside of Chester Gould's internationally famous comic strip.

One spokesman, however, who prefers to remain anonymous, said one company did try to make a small, inexpensive Dick Tracy-type radio not too long ago, but that it wasn't successful.

31 steady advertisers since '49, 25 brand new in '62

NET ADVERTISERS SINCE '49

American Home Products Corp.
American Tobacco Co.
Bristol-Myers Co.
Chesbrough-Pond's Co.
Colgate-Palmolive Co.
Ford Motor Co.
General Electric Co.
General Foods Corp.
General Mills, Inc.
General Motors Corp.
Gillette Co.
B. F. Goodrich Co.
Goodyear Tire & Rubber Co.
Gulf Oil Corp.
International Shoe Co.
Kellogg Co.
Lever Brothers Co.
Liggett & Myers Tobacco Co.
Mars, Inc.
National Dairy Products Corp.
Phillip Morris, Inc.
Procter & Gamble Co.
Quaker Oats Co.
Radio Corporation of America
R. J. Reynolds Tobacco Co.
Speidel Corp.
Standard Oil of Indiana
Sterling Drug, Inc.

Swift & Co.

Texaco, Inc.

Westinghouse Electric Co.

ADVERTISERS NEW THIS YEAR

Aetna Casualty & Surety Co.
American Cancer Society
American Medical Assoc.
Coats & Clark's Sales Corp.
Continental Casualty Co.
Easy Day Manufacturing Co.
Endicott-Johnson Corp.
Fels & Company
Ferry-Morse Seed Co.
Hedstrom Union Co.
J. S. Hoffman Co.
Hollywood Shoe Polish, Inc.
Lestoil Products, Inc.
Minnesota Woolen Co.
Nationwide Insurance Co.
Ohio Art Manufacturing Co.
Pacific Hawaiian Products Co.
S.S.S. Company
Standard Packaging Corp.
Sunray DX Oil Co.
Sunsweet Growers Inc.
Trylon Products Corp.
United Biscuit Co. of America
Wham-O Manufacturing Co.
Wheeling Steel Corp.

NET TV SPONSORS HIT RECORD

Record number of firms—276—used network tv in the first five months of 1962 to top 1960 high; end of year may see new record, indicates report from TvB

A record number of companies used network television advertising in the first five months of 1962, the Television Bureau of Advertising reported today (13 August). Altogether, 276 different companies used the medium in the period. The previous high for the five-month period was 262 companies which used network television in the January-May

period of 1960. For the full year 1960, 373 different companies used the medium, also the record high.

Of the 276 companies using network television in the first five months of 1962, 139 or more than half have now used network television for five or more consecutive years. Of these regular long-term network television users, 32 or 31% have

now used the medium for 10 or more consecutive years while 31 companies have used the medium continuously since 1949, according to TvB.

While network television has attracted a high number of advertisers who return year after year, it has also continued to bring in a large number of new companies, many of them with small budgets. In the first five months of 1962, 25 companies used the medium for the first time.

Firestone Tire & Rubber Co. will rejoin the list of advertisers since 1949 when it resumes with *Voice of Firestone* this fall.

NEWSPAPERMAN FIGHTS BACK

► An executive of the Richmond "Times-Dispatch" and "News Leader" papers takes issue with SPONSOR article

► After a careful re-reading of our own story, we find the newspaperman's fears calmed by our own facts

Alarmed at the dubious nature of some newspaper research projects comparing print with broadcast, SPONSOR recently reported on the inaccuracy of two of them, one done by a pair of Wisconsin papers, the other by two Richmond, Va., newspapers (see "Newspaper Research Gets Goofier," 30 July).

Our criticism did not go unnoticed for, as luck would have it, an executive of the Richmond papers is a SPONSOR subscriber, and was quick to take us up on our claims (see letter at right).

Executive vice president of the Richmond *Times-Dispatch* and the Richmond *News Leader*, Alan S. Donnahoe is upset about two things. First, he thinks we have given his papers a bad name with FCC Chairman Newton Minow. Secondly, he charges that we have discounted one of our own statements about his survey.

As far as Mr. Minow is concerned, our article pointed out that his speech before the 1962 NAB Convention contained information on radio doubtful in itself, i.e., his report that radio sets in use average only 6% in the evening, 9% in the daytime. If Mr. Donnahoe would glance again at the article, he would note that nowhere were the Chairman's remarks linked with the studies conducted by his papers.

The papers which in fact borrowed from Minow's figures were the Manitowish *Herald Times* and the Two Rivers *Reporter*, both Wisconsin. Thus, Donnahoe's statement that he is "sending Mr. Minow the two studies mentioned . . . in order that he may see that these studies make no reference to him or to any statement that he may have issued" informs us

of his thoughtful but unnecessary act.

Our reader further missed our efforts at sarcasm when he took seriously our statement "it would surprise no intelligent research man that newspapers won handily."

Why should an intelligent research man be surprised if newspapers win hands down? SPONSOR finds it highly

unlikely that an intelligent researcher would take seriously any conclusions of a survey taken by an unnamed "independent survey agency."

We do not discount our statement "by describing any such comparison as 'far out' research," as Donnahoe suggests. We never intended the statement as a serious one. Certainly were any medium to promote a survey which purported to index the relative "intelligence" and "morality" of several media, eyebrows would be raised on the effort to tabulate such intangibles.

As for the Boy Scouts, we are certain they are proud to encourage these qualities as should anyone. ►

RICHMOND TIMES DISPATCH



THE RICHMOND NEWS LEADER

ALAN S. DONNAHOE

August 1962

Editor, Sponsor
555 Fifth Avenue
New York 17, N. Y.

Dear Sir:

The scurrilous and libelous article in your July 30 issue concerning two of our research studies would not be dignified by any reply from us were it not for the fact that the article also included an attack on FCC Chairman Minow under a sub-head entitled: "Does Newton Know that newspapers are using his NAB speech as radio smear?"

I am sending Mr. Minow the two studies mentioned in your article, along with a copy of this letter, in order that he may see that these studies make no reference to him or to any statement that he may have issued.

He may also observe that your criticism of "The Climate of Persuasion" is, no doubt quite unintentionally, highly revealing.

You readily concede that "it would surprise no intelligent research man that newspapers won handily" over broadcast media in public appraisal of such qualities as intelligence, truthfulness and morality.

But you immediately discount this first, by describing any such comparison as "far out" research. And second, by a categorical reference to such qualities as honesty and morality as "Boy Scout" virtues.

In searching for some key explanation on the many difficulties that have beset the broadcasting industry, one might well begin with this brazen comment, and the raw cynicism that it denotes.

Very truly yours,

Alan S. Donnahoe

ASD:k

cc: Hon. Newton Minow, Chairman
Federal Communications Commission

LETTER from Alan S. Donnahoe, executive vice president of the Richmond *Times-Dispatch* and the Richmond *News Leader*, takes SPONSOR to task for article on newspaper research



HOW MANY listeners at the ball game? Ushers at a recent Minneapolis Twins-New York Yankee game counted 2,426 portable radios tuned to play-by-play coverage, or one in 17

HAMM'S BEER GOES AFTER BASEBALL'S IN-PARK FAN

An ironic twist to out-of-home radio listening cropped up last month when a head-count of attendees at an American League ball game revealed that one in 17 fans tuned to the play-by-play on portables. An energetic sponsor was quick to get mileage out of the fact and beamed some commercials directly to the listeners in the ball-park.

The sponsor, Theo. Hamm Brewing—whose agency is Campbell-Mithun, Minneapolis—is one of the backers for air accounts of Minnesota Twins ball games. WCCO, Minneapolis, which broadcasts the games, and the ball club cooperated in a set count which turned up 2,426 portable sets in the stands at a Twins-New York Yankee game 6 July. The count was taken by more than 100 ushers who surveyed the capacity crowd of 40,944 fans.

Getting to the in-park radio audience, Hamm Brewing commercials now get right to the point. Example from one commercial: "For you folks listening to us here in the

stands, a reminder. If the Hamm's vendor isn't nearby, don't forget you can get Hamm's at the refreshment counters under the stands."

The play-by-play announcers are not as pleased by the phenomenon as the sponsor, however. So many radios in the stands are tuned to the game that the announcers and engineers are plagued with "feed-back" problems. To prevent interference they must use directional microphones and keep the windows of the broadcast booth closed. Engineers must place mikes for crowd noise far enough from the stands to pickup overall sounds and keep out the sound of the radio sets.

Coverage of the play for the visiting team's fans back home has a paradoxical problem from the feed-back. When the Twins belt a homer, the out-of-town announcer naturally plays down the action for his listeners back-home. But how does he explain the enthusiastic report from the Twin's announcer, whose voice is fed back from the sets in the stands? ▼

PROGRAM

▼ **RKO/BAR arrangement to monitor radio stations is move to authenticate tapes played for agencies**

What is hoped will be a good-luck piece for radio presentations to agencies got off the ground recently in an arrangement between RKO-General National Sales and Broadcast Advertisers' Reports. (See *Sponsor-Week*, 6 August)

It's now official that BAR began monitoring certain time-periods on several RKO radio stations in June. Purpose of the audit—which was requested by RKO—is to get BAR certification for station tapes that are played for agencies.

No radio monitoring of exactly this kind has never been done by BAR before. But it is expected that their official seal will be proof to the time buyer that radio stations are as good as their word.

Need for such a service has arisen from the suspicion that some stations tape only what they want agencies to hear—and what is heard is often misleading to the agency. Broadcasts have been known to be "staged" by a few stations just for taping, much in the manner of running special audience promotions during a rating week.

Young & Rubicam's Jerry Baldwin, assistant research director, welcomes the arrival of the certified tapes, expresses the hope that other stations may follow suit. BAR acknowledges that it has talked to other stations about the idea, but no commitments have been made.

Bob Morris, president of BAR, describes the audit as providing proof of performance for stations. "The proof will take the form of an audited tape of each station's programming during an hour and data specified by RKO General. However," he says, "we shall monitor a similar hour on an undisclosed alternate date to assure the pre-selected time period is truly representative of the station's

TAPES NOW GET OFFICIAL SEAL

programing. The actual tape will then be given the BAR seal of approval and will be delivered to RKO National Sales Division for their use among agencies and advertisers. The master tape will be retained in our files."

BAR explains that if wide discrepancies are found in any tapes, they will not be certified.

Here is the actual certification copy which is applied to the back of each tape box:

"Broadcast Advertisers Reports, Inc., certifies that the enclosed tape recording is an exact duplicate of its master tape monitor, recorded off-the-air of: (station call letters, city, date, and time period monitored).

"On the basis of comparison with a control monitor, recorded subsequent to the above date without station foreknowledge, the enclosed recording is an accurate representation of the station's programing.

"The master monitor tape is on file at the BAR Center and may be reviewed at any time by the recipient of this duplicate."

The monitoring service uses the same equipment for this program that it uses for monitoring television stations. The taping machines require some adjustment for this purpose, and record at a slower speed than for television. They may be used for both since the television monitoring picks up audio only. Production is under control now in three markets. Service in others would require technical adjustments.

According to BAR, there is a tremendous demand for radio monitoring. The firm just initiated a new monitoring service of commercial announcements in Philadelphia called the "BAR Check." Three reports have been issued, the last of which came out last week. They are strictly lists of commercials and advertisers.

One of the reasons why radio monitoring is not as widespread as tv is the cost, according to BAR. It costs three times the amount to monitor radio because there are more commercials. BAR bases its cost on per-unit factors.

BAR | CERTIFIED
AUDIO
RECORDING



BAR's president, Bob Morris (l) discusses certification on back of monitored tape with Al Rocco, gen. mgr., KFRC, San Francisco, and Don Quinn, dir., RKO General National Sales

YOUNG & RUBICAM's assistant research director, Jerry Baldwin (l), hears a "BAR certified audio recording" played by Frank Boehm, director, research, RKO General National Sales



BUYERS GET A DAY AT SEA

► Capital Cities Broadcasting marks its 8th annual "time out for timebuyers" with a Cruise to Nowhere

► Destination may have been "Nowhere" but doings were far from nothing. For an idea, see photos below



INSTEAD of getting the proverbial worm, the early birds managed to get identification tags pinned on by Capital Cities execs. Here CCB exec. v.p. Tom Murphy pins badge on Ted Bates' Don Severn. Awaiting their turn are Dancer-Fitzgerald's Diane Walsh and Lee Beck



MAKING sure that Captain Odin Buass (c) commander of the Norwegian American liner, the M. S. Oslofjord, doesn't stray from its chartered course to Nowhere are a couple of eagle-eyed "back-seat-drivers": Tom Murphy, CCB exec v.p. (l) and Bill Lewis (r), CCB sales dir.



SINK or swim, this life-jacketed group seem prepared for anything despite apparent apprehension on face of Ogilvy's Brenda Kramer (far right). Unconcerned however, is Gumbinner's Al Kalish and SSC&B's Don Ross (at her right) and Ogilvy's Sue Morrell (second left)



PARTING is such sweet sorrow, so say the poets, but not when it comes to gambling away a cool \$1 million. Among those who didn't seem to mind were (l-r) WPAT's (New York) Stan Simon, CCB's Pat Leavitt and Dan Smith, H-R's Mike Weiner, and Kudner's Dave Yoder

ready, waiting at New York's pier 12.

Next, there were all those smiling, cordial Capital Cities Broadcasting faces, extending personal greetings which, as any of the attending timebuyers will tell you, could easily have been translated to mean "if you hadn't come, the boat would surely have come all unglued."

On top of all that, there was that lovely wad of money—a cool mil-

lion—which was handed out to each and every guest upon boarding the ship. Fun money, to be sure, but to those whose talents embrace a bit of gambling know-how, the \$1 million starter was easily run up to sufficient funds (like \$20 million) enabling those so endowed to bid (and win) a variety of goodies at a special auction.

From Champagne breakfast to de-

barkation time, the Capital Cities guests had themselves a full day.

Equipped with a carry-all case (courtesy of their hosts) and assigned to a luxurious cabin, the timebuyers swam, sunned, gambled, dined, drank, or just plain relaxed.

The more hardy managed to maneuver through the gyrations of the twist or cha-cha to the music of a
(Please turn to page 53)



AGER to down his early morning eye-opener at 8 a.m., champagne breakfast is BBDO's Bob Mahlman (second from left), while directly across the table two D-F-S fellows, Dick Kaplan and Ave Butensky, are trying hard to bear up under the strain of the whole thing



WRIGGLING into life jacket was not as simple as Ron Taft, Quinn & Johnson, Boston, had expected. Here he is getting assist from ship's officer during life boat drill, much to the amusement of Jenette LeDrecht, Grant Adv., and Blair's Bruce Patterson, nearby



ONE female poker sleuth in this big money game (fun dough, of course) on one of the Oslofjord's sun decks is Kudner's Maria Carayes. The more astute gamblers—those who were able to run their winnings up to huge sums—were equipped to bid and win prizes at evening auction



FLANKED by a couple of Johnsons—Ken (l) sales mgr. WKBW-TV, Buffalo, and Buck, sales mgr. WPAT, New York (r)—is Gary McKelvey, Lang, Fisher and Stashower buyer (c) who made it to New York from his Cleveland habitat in time to catch the CCB Cruise to Nowhere

HARTFORD

"Pop"-ularity Poll

☒ Official Music Station

☒ Personalities

☒ Community Service

☒ Local News

☒ Salesmanship

BY

"POP"-ULAR

ACCLAIM!!

WPOP

Phillip Zoppi
V.P. & Gen. Mgr.

Adam Young, Inc.
Nat'l Rep.

Media people
what they are doing
and saying

TIMEBUYER'S CORNER

Ever since Fuller & Smith & Ross broke out word of its Lestoil windfall a couple of weeks back, a flurry of speculation has been making the rounds along Madison Ave. The big wonderment: upon whose timebuying shoulders will fall the choice task of handling the Lestoil plums—Pine Lestoil, Sparkle Lestoil, Lestare, and Lestoil's Spray Starch. Not to mention the new Lestoil products now being readied for introduction. Could be they'll be hanging out the "help wanted" sign soon.

Morse International's Mary Ellen Clark has taken off on a two-week buying jaunt for Vicks products. She'll be hitting Milwaukee, Chicago, San Francisco, and Los Angeles within the next few days.



HELPING Harry Novik (l), general mgr. WLIB, New York, launch official opening of new studios is Arthur Pardoll, associate media director, Foote, Cone & Belding

The vacation's over for Al Paul Lefton's Ken Allen; D-F-S' Ira Weinblatt; McCann-Marshall's Frank Finn; Geyer, Morey & Ballard's Bob Kutsche; and Hoyt's Doug Humm.

Spotted mulling around in the crowd of well-wishers during WLIB's (New York) recent party to celebrate its new studios were Donahue & Coe's Beth Black, Marie Coleman, and Joe Barker. Also: BBDO's Clarence Holte; Jim Ducey of D-F-S; Foote, Cone & Belding's Arthur Pardoll; Sandy Mettles of Mettles & Lebow; Lambert & Feaslev's Frank Sweeney; Monroe Greenthal's Harvey Schulman and Harry Barganau; and Parkson's Edgar Kaufman.

(Please turn to page 50)



KEEL SHREVEPORT NOW 50,000 WATTS

SHOWERING A SPECTACULAR
BURST OF POWER OVER
79 COUNTIES OF LOUISIANA, TEXAS,
ARKANSAS AND OKLAHOMA;
DELIVERING INFLUENCE WITH IMPACT
TO OVER TWO AND ONE HALF
MILLION PEOPLE WITH PROGRAMMING
THAT HAS MADE KEEL'S 710
THE DOMINANT SPOT ON THE DIAL
BY ALL AUDIENCE MEASUREMENTS.

Ke LIN
BROADCASTING CORPORATION

SUBSIDIARY

Represented By *John Blair* and Company

"FIREWORKS OVER SHREVEPORT"
HOLIDAY IN DIXIE FESTIVAL, 1962
PHOTOGRAPHED BY JACK BARHAM

TIMEBUYER'S CORNER

(Continued from page 48)

IN FLORIDA ORLANDO-DAYTONA

**Fastest growing
market in Florida**

	Nat. Mkt. Ranking*	Homes* TV
Miami	26	566,300
Tampa	40	425,100
Orlando-		
Daytona	67	292,100
Jacksonville	75	257,700

*Television, May 1962

WESH-TV

Florida's Channel 2

Advertising Time Sales, Inc.
National Representatives



*Covers more of Florida than
any other TV Station*

Elenore Nelson, J. Walter Thompson, San Francisco, one of the buyers tagged as a top-notch by reps in that area during a SPONSOR survey early this year ("They're the Top Buyers—on the West Coast," 1 January) has resigned to make an extended world tour. Her successor: **Colleen L. Mattie**.

Can't help wondering: How many people will be invited to the house-warming party for Leinen & Newell's **George Blinn** when he moves into his new Long Island home this fall?

There's no telling what timebuyers will do to occupy themselves in their spare time. Take Donahue & Coe's **Phil Brooks**, for instance. Phil sat down one day and wrote the words and music to a rock 'n' roll ballad which he entitled "Stop Thief." It'll be out soon on a Riverside label.



Philip A. Stumbo

The Corner pays its respects this week to McCann-Erickson's Phil Stumbo. Phil works out of the New York office as broadcast supervisor on Humble Oil & Refining, Norex Laboratories, Tyrex Inc. and NBC. He got his feet wet in the ad business back in 1953 with Biow-Beirn-Toigo. He joined McCann-Erickson in 1956 where, until his recent promotion to broadcast supervisor, he handled the John Hancock, Westinghouse, and *Look* magazine accounts. A native New Yorker, Phil was educated at Fordham University and City College of New York. An enthusiastic worker, Phil nonetheless enjoys an occasional breakaway from listening to sales pitches to play a game of tennis, read books or listen to the opera, and while he isn't about to admit it, to cut a mean figure on the dance floor.

Back from a honeymoon in Spain is McCann-Erickson's broadcast supervisor, **Larry Bershon** with his bride, the former Doreen Bloom. Doreen (who worked in the agency's traffic department) and Larry were married about a month ago.

Other recent newlyweds: Don Douglas, D-F-S; Richard K. Manoff's **Bud Pfaff**, whose bride, the former Rose Marie Ricciugi, is employed at Benton & Bowles.

The song is ended but the melody lingers on dept.: although **Vince De Piero** is no longer buying for White Owl at Y&R (he's now at *Life* magazine), he still captains Y&R's Media Misfits—a girl's baseball team.

There's more than one way to increase in-home audience figures: Mrs. **Gene Sutorius**, wife of Del-Wood account exec, did it by presenting Gene with a son earlier this month.

the intellectual chaos into which this idolatry is leading us.

Finally, and most important, I believe that you have, perhaps unintentionally and unwittingly, voiced the extreme philosophic confusion, which exists today in many sections of society, about the qualities we should look for in mass communications leadership.

Let's examine this leadership problem.

In my opinion it is one of the most critical problems which America faces, and it extends into many different fields.

The head of a broadcasting network, the president of a large advertising agency, the publisher of a mass magazine, the operator of an important tv or radio station, the editor of a big city daily—these and many others are placed in positions of enormous influence over vast numbers of people.

What manner of man should they be?

It is axiomatic in our society that they must be business men, with a realistic understanding of income and costs. But is this enough? Can you justify, for instance, installing as president of a huge tv network someone whose *only* qualification is that he is a shrewd man with a dollar? I don't believe you can.

You and I have both seen too many of the fast-buck boys in advertising, in publishing, in broadcasting, not to recognize that something more is needed. But what is it?

Leader or public whore?

A surprising number of people have advanced the theory that a mass communications leader should be a kind of public whore—a man without personal principle who exists only to seek out and gratify the whimsical lusts of various majority and minority groups.

Obviously those who hold this theory don't emphasize the prostitution angle. (You don't in your research proposals; the FCC doesn't in its injunctions to broadcasters to "know your community.")

But where this is the only, or chief criterion for judging mass communications leadership, it comes down to plain whoredom.

I have, in Emerson's phrase, no "churlish objection" to a restless search for more and more understanding of people.

It is of course, natural and right and necessary in all communications work. But I insist that it is the second, not first qualification of a great communications leader.

The first is the classic proposition that he must be an individual dedicated to principles which are greater than himself, greater than society, and in the light of which he serves his fellow man.

The poet Robert Frost expressed this point perfectly when he told President Kennedy, "Your first answerability is to God and yourself, your second answerability is to people and the country."

In our own world of mass communications our greatest need, our greatest challenge is to find or develop an increasing number of leaders with this type of dedication and individual integrity.

It is not a problem for which there are quick solutions or ready answers. I do believe that somehow it can be solved.

But this much I am sure of. It cannot be solved by the techniques of advertising-type research, by nose-counting or opinion polls.

What's needed is thought, study, creative imagination on an entirely different level. What's needed, perhaps, is prayer.

Marion, let's face the problem, not fiddle with research.

JANE PINKERTON ASSOCIATES

PUBLIC RELATIONS
COMMUNICATIONS

SPECIALIZING in

PUBLIC RELATIONS
PROMOTION
SALES DEVELOPMENT
PUBLICITY
BUSINESS WRITING



JANE PINKERTON ASSOCIATES

527 MADISON AVENUE (AT 54TH)

NEW YORK 22, N. Y.

PLAZA 3-0818

IMAGE-BUILDERS

(Continued from page 34)

has pursued a somewhat different set of image-building policies and activities, although, as noted, it will co-operate with 4As in the new joint information program. (Actually the ANA will be responsible for operating the joint 4A-ANA information effort just as the 4As has the responsibility for operating the Interchange program.)

Perhaps the most striking point of difference between its image approach

and that of such organizations as 4As and NAB is the ANA's reluctance to draft and rely on formal codes (it has none).

Another significant difference: ANA—more, perhaps than any other trade group—recognizes that top level corporate managements are important members of opinion-maker and thought-leader communities and must be dealt with in any image-building program for advertising.

Its famed "Project X," which last fall produced the important textbook, "Defining Advertising Goals for

Measured Advertising Profits," was essentially an image job for management, though with neat values for advertising practitioners and students as well.

In addition, the ANA last winter produced and released the film, "This is Advertising," based on a script by Harry W. McMahon. The film was designed for showing by ANA members, both to their own business associates, and to civic groups. It has also received wide distribution through the AFA.

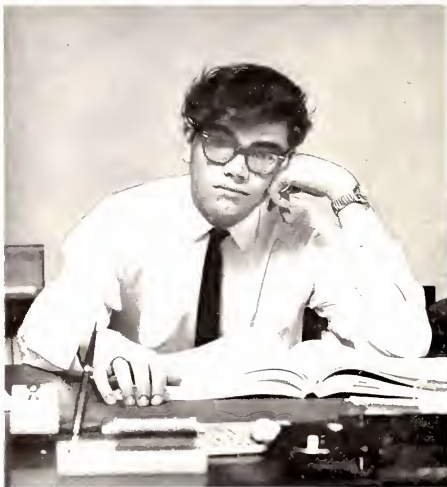
Supplementing such work, the ANA also has in operation already—under v.p. William Heinlich—a program calling for the mailing of significant speeches and articles on advertising to schools, colleges, and government officials.

Among the materials it distributes in this way are the reports of the ANA-4A Interchange Committee on objectionable advertising which go out to selected newspapers, universities, and government departments, such as Commerce, Health, Education, and Welfare, and to members of important Congressional committees.

ANA president Peter Allport heads Commerce Secretary Hodges' Advertising Advisory Committee, and the ANA makes available to members of the Senate and House special analyses (not recommendations or lobbying material) of all pending legislation affecting advertising.

The AFA Program. Long the sponsor of "Advertising Week," a pioneer in rudimentary image-building, the Advertising Federation of America enlarged its concept in 1961 to embrace a year-round activity known as ARP—Advertising Recognition Program. This was accomplished by George W. Head of The National Cash Register Co., now chairman of the board of AFA.

With the ambitious goal of "carrying the crusade of explaining advertising's values to every corner of our society," the AFA has joined with the AAW (Advertising Assn. of the West) to supply ad clubs across the nation with a seemingly endless barrage of promotional material, the clubs in turn setting up their own committees to apply this material at the local level. In addition, the AFA AAW goes directly to media to support club activity generically. Livestrip announcements, for example



Harry Straw, of the dry hair ads, didn't make the Tricorn Club

Harry wasn't in the lifeless scalp commercials. He just buys TV spots for them. He just didn't know that North Carolina's No. 1 metropolitan market is the prosperous three-city "tricorn" . . . Winston-Salem, Greensboro, High Point . . . No. 1 in population, households and retail sales. Knowing those facts is all it takes to crack this exclusive club, Harry. Then schedule WSJS Television, of course—which is the No. 1 way to saturate the Tricorn Market (and the surrounding rich area thrown in). You get a Club hat with feathers, Harry, if you also remember North Carolina is the 12th state in population . . . and that no self-respecting spot schedule can ignore the No. 1 market in the No. 12 state! You'll be a real smoothie with clients and account execs, Harry, when you join the Tricorn Club—provided our official hat can fit onto your tousled wig.

WSJS TELEVISION  
WINSTON-SALEM GREENSBORO HIGH POINT

are currently in the possession of all 3,600 radio stations in the U. S.

Volunteer task force agencies are selected each year to create both the year's theme and material. 1962's agencies are Needham, Louis & Brorby, Chicago, and Benton & Bowles. Taking the view that 1) advertising is being attacked with "bear-baiting" from many quarters, both gleefully and enthusiastically, and 2) reliable studies show that the public, at least women, like advertising and do not share the views of critics, AFA-AAW's 1962 campaign has aimed high and wide at the general public, its advertisements designed to "appeal directly to the interests of the audience, simply, directly, honestly." Advertisements in all media talk about one specific and contemporary benefit or advantage enjoyed by the consumer.

Backbone of the material supplied individual ad clubs is the prepared speech. Among this year's notables: "Advertising and the American Economy," for deliverance to student, parent-teacher, and faculty groups; and "Why Advertising?" and "Don't Murder the Bugler" aimed at business and professional groups. Too, the ANA-IA film "This is Advertising," as described above, is distributed to the clubs through AFA. In all, the pervading philosophy at AFA is to "leave no stone unturned in correcting misconceptions held by the public as to how advertising functions and its place in the business and social community."

The 1963 Advertising Recognition Program, scheduled to begin early in February, will be kicked off with an "Advertising Recognition Week," to be followed up by an even larger sustained effort than the one currently in progress. Task force agency will be Fletcher Richards, Calkins & Holden, San Francisco, and the national chairman for next year's activities will be King Harris of the Folger Coffee Co.

TRAINING TIMEBUYERS

(Continued from page 39)

ers. Directors and above handle both media. Neither agency has assistant buyers.

Although experience in both jobs is desirable, DePietro said, if a choice were to be made—all things equal he would fill a buyer vacancy with a media analyst rather than an estimator.

Kenney, too, said an estimator or analyst can become a buyer without spending time in the other job. But he stressed (also expressed by DePietro and Dietz) that he seeks "enthusiasm" in a potential buyer.

Voluntarily, not in response to a question, each in his own way said that a "comer" shows interest in his work, asks questions about the job, asks if it wouldn't be better "to do the job this way," etc. This characteristic, plus a facility with numbers, they all agree, brings a beginner to an agency well-equipped for promotion to buyer.

And a well-trained buyer pays off.

DePietro cited one possible situation: a buying advantage of 5% over competition can mean 30 million additional nighttime tv home impressions on a \$2 million broadcast budget.

TIMEBUYERS' CRUISE

(Continued from page 47)

jazz combo outdoors during the daytime and later indoors.

Those endowed with more than average physical endurance took advantage of the ship's gymnasium. Here, they worked out on rowing machines, bicycles, punch balls, etc.

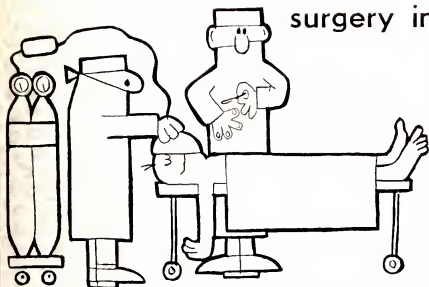
The only puzzlement (when they took time out to even contemplate it, that is) was the exact location of the liner. All they knew was that the ship was anchored somewhere out at sea—out of sight of land. And speculations ran from 15 to 50 miles. In brief, there was "Nowhere"?

The day-long event was climaxed by the showing of a hilariously contrived film, starring the timebuyers themselves (photographed *sotto voce*) and cleverly interspersed with old, but real movie, film clips.

And as the fun-weary group debarked at pier 12 at 11 p.m. they were handed something extra to take home as a further memento—a bag of Norwegian delicacies.

And Capital Cities chalked up another successful "time out for timebuyers" jaunt, for despite their apprehension (since the wine flowed like water) no one was reported overboard anywhere in that area known as "Nowhere."

surgery in a snowstorm?



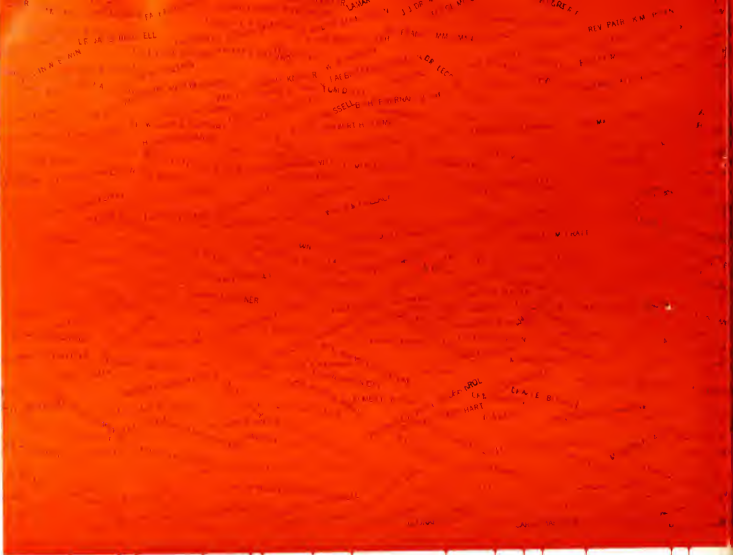
If picture quality isn't too important, viewers could watch another station in this market, but most people prefer to stick with us. Metro share in prime time is 90%, and homes delivered top any other station sharing the other 10%. (ARB, March, 1962) Your big buy for North Florida, South Georgia, and South-east Alabama is



WCTV

TALLAHASSEE
THOMASVILLE

BLAIR TELEVISION ASSOCIATES





PARDON US FOR NAME DROPPING, but names make news. And these are some (but only a few) of the local citizens who made news on the CBS Owned television stations in the past couple of years. Clergymen, physicists, politicians, teachers—people with something important to say to their community—said it frequently, freely on programs originated by our local production staffs. This unflinching sense of what interests audiences is one reason why locally-produced programming on the five stations has been honored by more than 100 awards and citations in the past two years alone. It also helps explain the stature and the popularity of the stations themselves. For audiences (advertisers too!) have long known who broadcasts local programs that are uniquely compelling... uniquely newsworthy. Namely the CBS Owned television stations. **CBS TELEVISION STATIONS**

A Division of Columbia Broadcasting System, Inc.
Operating WCBS-TV New York, KNXT Los Angeles, WBBM-TV
Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis.

SPONSOR WEEK WRAP-UP

Advertisers

The FTC was more than normally active last week, taking action against four tv advertisers.

On the one hand, the commission came out with consent orders against Louis Marx and Remco for deceptive toy advertising. The charge: both have used false and misleading tv commercials to promote their products. The order involves Marx's "Giant Blue & Grey Battle Set" and Remco's "Radio-craft Kits" and "Electro Chemistry Science Kit."

In an initial decision on a long-pending complaint against General

KBS "radio nation"

(Continued from Sponsor Week)

iated with KBS cover 80 million people in the U. S. with annual spending of \$190 billion on consumer goods and services. The stations included reach 83% of all U. S. coun-

ties and 848 of the affiliates are located in county seats.

Within the KBS network are three specialized networks: a farm network of 865 radio stations covering 78% of the nation's farms, a Negro network of 360 stations, and a college of 355 affiliates.



BASTILLE DAY summer frolic for over 100 people from the broadcasting-entertainment industry was hosted by WBBM personality Larry Attebery, surrounded here by five lovely wives of Chicagoland executives. Refreshments: champagne, bread, and cheese flown over from Paris

LOVELIES LOOKING for this year's Miss Latin America title surround Anita Silva (c), 1961 holder of the crown at Palisades Amusement Park contest sponsored by WADO, New York, and Schlitz Brewing Co.



"BLAST OF the big vendors," one of the WTR-effigy ad campaign, is presented to rep firm head George Hollingbery by Jim Knight, WTRF-TV, Wheeling promotion dir. and station exec. v.p. Robert W. Ferguson (r)



Motors and Libbey-Owens-Ford Glass, the FTC ruled that the two used deceptive camera techniques and devices in tv commercials to inaccurately compare optical distortion between automobile safety plate glass and automobile safety sheet glass.

More than 300 representatives of the \$360 million pet food industry will gather in Chicago 12-14 September for the fifth annual convention of the Pet Food Institute.

Highlighting the three-day conclave will be discussions of new sales promotion and merchandising techniques.

The impact of multiple packaging on the merchandising of pet foods will be discussed by Duncan Dunning of Mead Packaging.

For those members of the sports-sponsorship gentry, here's an interesting bit of information re. a veteran in the field.

Atlantic Refining (N. W. Ayer) is the oldest continuous broadcaster of major league baseball, having started in 1936 and participated in 17,844 sportscasts.

Some of these were as complete sponsors in the early years, and more recently as co-sponsors. Some 15,000 of these games have been

major and minor league baseball.

Note: These figures are for 1936 '61 and don't include an extensive 1962 big league baseball schedule.

Campaigns: A full sales promotion and advertising drive designed to promote its retail outlets as "one stop social communication centers" is being launched by Hallmark Cards. Hallmark will use its Hall of Fame show on NBC TV to promote its new designs, via Foote, Cone & Belding Chicago.

Financial reports: Net income for the first half of the year for Borden was \$15,201,893 or \$1.43 a share,

"BLUEPRINT for '63," ABC tv o&o's presentation on fall programing, brought o&o's station mngrs. to New York recently. L-r: David Sacks, KGO-TV, San Francisco; Ted Shaker, tv o&o prez.; James Conley, ABC National Station Sales exec. v.p.; hostess Sigred Nelson; WABC-TV v.p. Joseph Stamler, host; James Ridell, western div. v.p.; John Pival, WXYZ-TV, Detroit; Sterling C. Quinlan (partially hidden), WBKB, Chicago; Elton Rule, KABC-TV, Los Angeles



FALL FASHIONS get an early preview in cool San Francisco when the city's Fashion Industries hold its annual outdoor showings. KRON-TV cameras focused on pretty models during telecast sponsored by J. P. Stevens



TOP BRASS sign affiliation between ABC TV and WOKR-TV, Rochester. Seated: stn. gen. mgr. Richard Landsman (r) and net gen. mgr. Jules Barnathan. Other execs. stand by



MISS WLBI Joan Taylor poses prettily with a group ready to board a bus for open house at the station's new studios on 125th St., New York. Three Donahue & Coe timebuyers, (l-r) Joe Barker, Elizabeth Black and Marie Coleman, are here with Arthur Harrison (r), sales manager of the Negro-market station until this week, when he takes over the same post at WINS, N. Y.

compared with \$14,731,090, or \$1.39 a share in the same 1961 period. First half sales were \$519,564,380, up from \$501,330,509 in the like period a year earlier . . . **Pepsi-Cola** reported that earnings for the first six months of the year climbed to a record \$7,321,000 equal to \$1.12 per share compared to 1961 mid-year earnings of \$6,805,000 or \$1.05 a share . . . For the first six months of the year, **Minnesota Mining and Manufacturing** reported sales of \$334,512,372 with net income of \$38,750,260, equal to 75 cents a share. This compares with sales of \$293,575,905 and net income of \$34,469,183 or 67 cents a share for the period a year ago . . . **Sterling Drug's** net profit for the six months ended 30 June was \$11,171,939, or \$1.40 per common share, an all-time first half high. These earnings compare with \$10,811,018 or \$1.36 per share for the 1961 period. Consolidated sales for the first six months were \$117,812,909 compared with \$114,413,528 in 1961.

PEOPLE ON THE MOVE: Edward J. Stafford to the post of divisional sales manager covering division I at The Sweets Company of America . . . Richard H. Wilbur to a brand manager for Helene Curtis Industries.

Agencies

Donahue & Coe lost its major tv piece of business, Squibb's Vigran vitamin capsules to **Benton & Bowles**.

The account was worth around \$2 million.

In tv Squibb has been concentrating on the ABC Evening Report.

Remaining at D&C is Squibb's Broxodent electric toothbrush.

Papert, Koenig, Lois, Doyle Dane Bernbach and Kastor, Hilton, Chesley, Clifford & Atherton also competed for the Squibb account.

Agency appointments: Hazel Bishop of Canada Ltd. to **Kenyon & Eckhardt Ltd.** of Canada . . . Metro-media to **Albert Frank-Guenther Law** for a financial public relations pro-

gram . . . Maradel Products to **Mogul, Williams & Saylor**, Kastor, Hilton, Chesley, Clifford & Atherton, and **Kenneth Rader** for various cosmetics and toiletries . . . Porsche of America Corp. to **Henry J. Kaufman & Associates** of Washington, D. C. . . Clark Oil and Refining (\$1 million) to **Papert, Koenig, Lois**, from Tatham-Laird . . . **Elanco Products** division of **Eli Lilly** to **Clinton E. Frank** from **Henderson Advertising** . . . **Perini Electronic** to **MacManus, John & Adams** . . . **Squibb's Vigran** vitamin (\$2 million) to **Benton & Bowles**, from **Donahue & Coe**.

New v.p.'s: Charles W. Butler and **Fred Gerlach** at **Gardner** . . . **James F. Quinn** at **Edward H. Weiss** . . . **John R. Burrill** at **William Schaller**, Hartford, for new business and creative . . . **Keith Frederickson** at **Savage-Dow**, Omaha.

PEOPLE ON THE MOVE: **Phil R. McTaggart** to account executive and **Paul S. Lessig** to the marketing research department at **Hofer, Dieterich & Brown**, San Francisco . . . **William Santoni** to media buyer at **Geyer, Morey, Ballard** . . . **Richard W. Garbett** to account executive at **Kenyon & Eckhardt** . . . **Marian B. Dennis** to the account management group at **Hoag & Provandie** . . . **Lawrence O. Hogrefe** to account executive on the Perma-lift account at **Earle Ludgin** . . . **Lincoln Diamant** and **Jay Kacin** to senior producers in the commercial production department of **Ogilvy, Benson & Mather** . . . **Robert G. Froemming** to account executive at **Allen & Reynolds** . . . **A. Stanley Kramer** to account executive at **Leo Burnett** . . . **John P. C. McMurran** to account executive at **Garfield, Hoffman & Conner** . . . **Martin Schwager** to marketing services director of **K&E** . . . **Stanley Pulver**, formerly of **Colgate**, to associate media director at **Lynn Baker**.

Kudos: **John C. Cornelius**, senior consultant to **BBDO Twin Cities**, was the recipient of the 1962 Distinguished Service Award from the AFA.

Associations

The **Colorado Broadcasters Assn.** would like it known that its new officers have been elected.

Bob Martin of **KMOR**, Littleton is president, **Jerry Fitch** of **KGLN**, Glenwood Springs is vice president, and **Ralph Atlass** of **KIUP**, Durango is secretary-treasurer.

New directors elected to three-year terms are **Ralph Atlass** and **Russ Shaffer** (**KBOL**, Boulder).

LeRoy Collins had a bit of armchair psychology for those gathered at the joint meeting of the **Georgia** and **South Carolina Broadcasters Associations**.

The NAB president urged the industry to shed what he called its "deeply entrenched defensive complex" and move toward stronger self-discipline.

A more solid front behind the NAB Codes of Good Practices will stave off both "the law of the jungle" and the dictum of the bureaucrat, Collins said.

NAB president **LeRoy Collins** will be guest speaker at the annual Fall Meeting of the **Oregon Assn. of Broadcasters**.

The conclave is set for 20 November at the **Sheraton-Portland**.

PEOPLE ON THE MOVE: **Paul B. Comstock** to vice president for government affairs of the NAB, effective 1 September.

Tv Stations

A proposal has been made to President **Kennedy** to consider the creation of a new White House post, that of **Broadcast Secretary**.

The suggestion was made by **Richard S. Aldrich**, Republican candidate in Manhattan's 19th Congressional District.

Aldrich stated that "radio and tv have totally proved their competence and importance as vital communications media and deserve a status comparable to that of the press."

(Please turn to page 64)



WASHINGTON WEEK

13 AUGUST 1962

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PUBLICATIONS INC.

The President's new consumer advisory council will not only be a second Federal Trade Commission and a second Food and Drug Administration, but it will also serve to keep the original bodies on their toes.

It looks like advertisers and merchandisers are in for a two-pronged squeeze.

Shaping up for the new body is a role as **overseer of all government activities under the general heading of protection of consumers.** Exact guidelines haven't been drawn, but there is some fear that the advisers could even go so far afield as to consider tv programming.

More certain is intervention in such fields as ad claims and allegedly deceptive packaging. The latter has been hit on a tentative basis by Food and Drug, which has seized some instant coffee on the grounds that the cost per ounce in the "large economy size" was greater in one shipment than in the small size. **If the action is successful, a pattern will have been set.**

Neither Food and Drug nor the FTC is likely to resent what appears to be certain encroachment on their fields, since recommendations will be action through the existing agencies. FTC, for one, has been getting tougher and would like to speed up this process, subject to available manpower.

FTC has trouble getting funds approved by Congress, however, and the feeling is that if the President's new advisory group **stirs up the dust enough the purestrings might be loosened.**

Where the new group will begin and where it will end still remains something of a mystery. It has just recently been named, and it will set out its own objectives when it gets rolling. There is no doubt in the world, though, that this will be **another very large cloud in the darkening regulatory picture for advertisers.**

FCC hopes that FM will take up the slack, after at least temporary freeze on new AM applications.

The commission looks to increasing popularity of fm, plus availability of channels in many places, not only to take the heat off of what it regards as overcrowded am. It also hopes that an expanding fm will finally dispose of the long nagging am daytimer problem.

FM signals, like TV, are so-called line-of-sight and don't create nighttime interference problems like am. **FCC priorities in assigning fm channels are eloquent.** The first is to disturb existing assignments only if absolutely necessary. But beyond that a first fm station to as much as the U.S. as possible, with emphasis on those communities now without a local nighttime service. This hits the argument of **daytimers for longer operating hours where they are the only local stations,** and their main argument at that.

Stations hit by FCC "death penalties" for a variety of reasons, most notably big-market KRLA, can hope in appeals for reconsideration to be given a trial before they are hung.

There has been no difference of opinion among Commissioners to **justify any optimism that decisions will be changed.** It will be necessary in all cases to appeal to the Courts.

Stations wishing to appeal to the Courts need not actually go off the air until and unless they fight their cases all the way to the Supreme Court and lose. FCC policy is to grant stays of execution until the last legal bridge has been crossed.

Court appeals have some danger for broadcasters generally. Any **strongly worded Supreme Court backing for FCC power to cancel licenses or to refuse to renew could only act as a goad to the Commission to go farther and faster along these same lines.**



*Significant news, trends, buys
in national spot tv and radio*

SPOT-SCOPE

13 AUGUST 1962

Copyright 1962

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PUBLICATIONS INC.

One of the hottest prospects in the spot tv hopper, expected to act any minute now, is Ovaltine, out of Tatham-Laird.

The Wander Company, makers of Ovaltine, are also adding to their confection line another new candy bar which is expected also to figure importantly in fall spot plans.

Chicago reps have begun to feel the results of the winter wanderlust which prompted the move of two active spot accounts to the Doyle Dane Bernbach shop there.

The migrants in question are **Rival Dog Food**, which departed Needham, Louis & Brorby and **Cracker Jack** which left Burnett. The reason behind the midwest reps' regret: DDB there has no media department and the buying is being done out of New York.

Although neither of these two accounts will seriously affect the Chicago economic picture, it's still a loss for central-region sellers. The call went out several weeks ago to their New York counterparts (see 16 July SPOT SCOPE) for Cracker Jack tv kid show minutes to run 17 September through 15 December and Rival embarked two weeks ago on an extensive 36-week tv spot campaign in flights.

As far as Chicago and the rest of the midwest are concerned, the third quarter ought to be a record breaker for spot tv judging from the amount of business done in those quarters last week.

A glimpse at the roster of Chicago accounts activating: **Campbell's Franco American Gravies**, **Kraft** for Miracle corn oil margarine, **P&G's Mr. Clean** heavying up existing schedules and adding scattered markets, **Betty Crocker** for Blueberry Muffin Mix.

St. Louis has also broken loose all of a sudden, with these accounts buying tv: **Southwestern Bell Telephone**, **Pet Milk's Sego**, **Purina Dog Chow**, **Grove Labs Bromo Quinine**. Kansas City was also heard from, involving notably **Skelly Oil**, **Rutherford Food**, **Faultless Starch**.

For details of this and other spot action of the past week see items below.

SPOT TV BUYS

Campbell Soup is buying for a 17 September start on behalf of **Franco American Gravies**. The request is for strictly a female audience and end of the week shopping days only are being bought. Time segments: day, fringe and late night minutes. Agency: **Leo Burnett**. Buyer: **Eloise Beatty**.

Kraft is lining up markets for its recent entry into the corn oil margarine field under the **Miracle** label. Schedules start 2 September and continue for 10 weeks. Time segments: daytime minutes. Agency: **Needham, Louis & Brorby**. Buyer is **Mark Oken**.

Betty Crocker is buying a four-week schedule for its **Blueberry Muffin Mix**. The buying is being handled by **Needham, Louis & Brorby** and **John Stetson** is the buying contact.

Southwestern Bell Telephone Company is seeking prime-time chain breaks to promote the **Yellow Pages**. Campaign is a 19-week run starting next week, 20 August. **Gardner** is the agency.

Pet Milk is going back in heavily for **Sego**. The request is for day and fringe minutes for a 3 September start. The campaign is for 25 weeks, with two hiatus periods falling at Thanksgiving and Christmas time. Agency: **Gardner**.

Purina Mills is investing very big budgets in a 15-week schedule for its **Dog Chow**. It's using prime and fringe minutes and chainbreaks for 2 October starts, with buying being done out of **Gardner**.



SPOT-SCOPE *continued*

Grove Laboratories is lining up markets for a 15 October kick off on behalf of Bromo Quinine. Schedules of nighttime minutes are slated for 22-week runs. The agency: Gardner. **Skelly Oil Co.**, Kansas City wants prime chain breaks and I.D.'s for 10-week schedules to kick off on 23 September. The account is handled out of Bruce B. Brewer.

Rutherford Food Company is returning to spot tv after an absence of about five years. The account is now requesting avails for its HyPower Brand of canned meats, also out of Bruce B. Brewer, Kansas City.

Faultless Starch is going into several selected markets, buying an eight-week campaign. Time segments: I.D.'s. Schedules will be launched on 5 September. Agency: Brewer.

Procter & Gamble is seeking nighttime minutes to promote its Downy Fabric Softener. The campaign starts 2 September and runs through 30 June 1963. The agency is Grey and Joel Siegel is the buyer.

Gold Medal Candy Corp. is buying on behalf of Bonomo Turkish Taffy. Schedules of kids minutes kick off on 17 September for 10 weeks. Agency: Mogul Williams & Saylor and the buyer, Joyce Peters.

Lever Brothers is buying for Dove, with schedules of fringe-time minutes to start on 16 September. The campaign is for six weeks. Agency: Ogilvy, Benson & Mather. Buyer: Tom Lawson.

Bumble Bee Tuna Fish is lining up selected markets for a campaign to start later this month, 27 August, for 10 weeks. Time segments: night and day minutes, chainbreaks and I.D.'s. Agency is Richard K. Manoff.

Peter Paul will launch a campaign on 23 September. Schedules are set to run for 11 weeks, using early and late fringe minutes. Agency: Dancer-Fitzgerald-Sample. Buyer: Marty Chapman.

National Federation of Coffee Growers of Columbia is seeking minutes and I.D.'s for a campaign to promote Columbian coffee. Schedules are to start 9 September and run for 13 weeks in several markets. The agency is Doyle Dane Bernbach and the buyer is Charlotte Corbet.

Gerber Products is lining up markets for its latest drive on behalf of its baby foods. The request is for daytime minutes to start the first of October for eight weeks. D'Arcy is buying for the account and Bob O'Connell is the contact.

General Foods will start schedules on 9 September which will run through 24 November on behalf of La France laundry products. Time segments: daytime minutes. Agency: Foote, Cone & Belding. Buyer: Dave Logan.

Fels is also starting on 9 September with daytime and fringe minutes. The campaign is set to continue for 13 weeks. Agency: Richard K. Manoff.

American Home Products wants schedules to start as soon as possible and continue through mid-October on behalf of Black Flag insecticide. The buying's being done out of Ted Bates by Tom Clancey.

SPOT RADIO BUYS

B. T. Babbitt is back on the radio buying line for the first time this year for Oakite. The campaign, using multiple markets, is based on participation in Housewife's Protective League shows with a live copy approach. Markets bought include Los Angeles, New York, Philadelphia and Boston. Schedules will run for three more weeks. Agency: Geyer, Morey, Ballard. Buyer: Bob Kutsche.

Robert Hall kicks off on 16 August with a 16-week campaign in about 200 markets. Time segments: minutes, about 21-35 per week. Agency: Arkwright. Buyer: Jim Hackett. (For more details see SPONSOR-SCOPE, page 24.)

Dynacolor Corp. is in five or six test markets including Washington, D. C., Los Angeles and Atlanta with two-three adult stations per market in a saturation campaign for its photographic products. Campaign runs through Labor Day, using weekend drive-time minutes. Agency: Geer, DuBois. Buyer: Penny Schmidt.



*A round-up of trade talk,
trends and tips for admen*

SPONSOR HEARS

13 AUGUST 1962

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PUBLICATIONS INC.

Y&R management may not know it but rep salesmen haven't taken warmly to the agency's adoption of a field service unit (see 30 July SPONSOR-SCOPE).

The salesmen suspect that what with computers processing availabilities and the unit roaming around their stations the rep contact function has all the marks of being reduced to errand boy.

Y&R's rejoinder to this: the unit's function is not to bargain or negotiate but rather to (1) gather information that will add to the efficiency of Y&R's media service and (2) become saturated with knowledge of local markets so that a member of the unit will eventually be well equipped when he takes over as a buyer in the home office.

The sales head of one of tv's perennial durable accounts has developed a strong irritation about stations that contact his MR's on having a market included in the company's spot list.

The executive figures that it's not cricket for media to make a manufacturer's representative unhappy about his market's advertising status.

Hence when this sales chief gets a griping letter from an MR on this subject he relays it to the agency with the admonition not to include on the schedule at any time the station that stirred up the MR.

Jack D. Parker, Saginaw, Mich., adman, thinks that SPONSOR HEARS gave Ted Malone a bad shuffle when it noted that Ed Sullivan is likely the longest-extant personality in air media, having come into radio in 1931.

Reminds Parker: Malone faced his first mike back in the 20's and that he's still at it with daily transcribed story-telling shows in Michigan, Maine and elsewhere, and with a line of sponsors.

NBC TV got the nod for the World Series of Golf series (8-9 September) mainly for the reason it would be able to deliver the six live holes in color.

Zenith, the special's No. 1 sponsor, is in the color set business and it saw in the special an opportunity to make promotional ballyhoo for that line.

Incidentally, it looks like at least \$50,000 will be spent to merchandise the swinging and putting of Arnold Palmer, Gary Player and Jack Nicklaus.

Tv stations might take what happened in the case of Hazel's eventual rating as something for self contemplation when they try to relate their conception of local mores, etc., to the potential acceptance of a program.

JWT had to work on about 40 NBC TV affiliates for clearance of Hazel and the reason a large percentage of the stations gave for sidestepping the show: the vast bulk of our viewers don't have a maid and we can't imagine their going for a program in which the central character wears a white cap and apron.

The Miss America Pageant Finals of 9 September 1961 should have been properly included among the 15 programs which on individual occasions achieved the highest average audience percentages for the 1961-62 season, according to Nielsen.

The Pageant Finals pulled a 41.8 AA%. In terms of average homes this came to 19,604,000, which is even more than that scored for the Academy Awards (18,179,000 homes).

EVERYBODY'S A CELEBRITY ON WSB RADIO



Anybody can have an interview on WSB Radio. Not just big folks, but little folks, too. This is what makes WSB's interviews so interesting and enjoyable. Each is tailored for a particular time slot. When it comes on the air, it's fresh, crisp and to the point. Entertaining interviews are blended with other WSB Radio programming ingredients to deliver Atlanta and much of Georgia.

ATLANTA'S
wsb radio

Represented by



Affiliated with The Atlanta Journal and Constitution, NBC affiliate. Associated with WSOC, WSOC-TV, Charlotte, WHIO, WHIO-TV, Dayton.

WRAP-UP

(Continued from page 54)

Pointing to the advent of Telstar, Aldrich noted that electronic journalism is becoming increasingly complicated, necessitating an expert to advise the President on the fast-occurring developments.

A new TvB presentation aimed at food stores is "The Super Medium for Markets."

The brochure gives factual data on

food sales and distribution, comparative media figures, tv success stories, etc.

Ideas at work:

• **KRON-TV**, cameras enabled a huge feminine audience to preview fall fashions from their own homes when the station covered the eighth annual San Francisco Fashion Industries Union Square Fashion Shows recently. Another **KRON-TV** idea: the station is turning to little theater

groups for material and actors and as the first step in this direction is running a contest for original one-half hour tv scripts.

Financial report: Taft Broadcasting profit before taxes for the first fiscal quarter ended 30 June was \$1,266,357, up 32% from \$956,892 for the prior year's first fiscal quarter. Revenue for the quarter rose to \$3,057,975 from \$2,606,162 while net income increased 26% to \$578,541 from \$460,683.

New quarters: Pulse's West Coast office has taken additional space at 6399 Wilshire Boulevard, earmarked for production use only. Paul Synder moves from headquarters in New York to head up the production staff.

Kudos: President Kennedy saluted in a telegram to **WJW-TV**, Cleveland the station's annual "Junior Olympics" program . . . Major John P. Dillon, in civilian life the promotion manager of **WBTV**, Charlotte, was selected to participate in a special staff visit to observe Air Force operations in Europe. He returns on 18 August.

PEOPLE ON THE MOVE: Don Sbarra to vice president and general manager of **KARD-TV**, Wichita and the Kansas State Network . . . James S. Gessner to account executive at **WCBS-TV**, New York.

Radio Stations

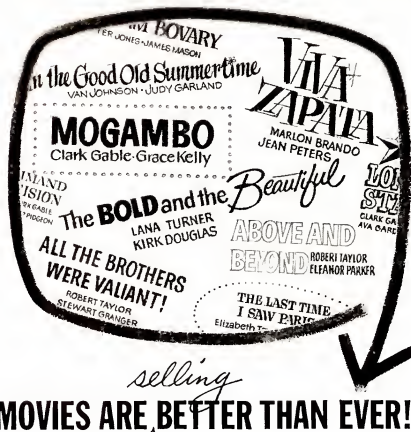
More than 300 d.j.'s will be in St. Louis on 17-19 August for the seventh annual convention of the National Assn. of Radio Announcers.

The place: the Sheraton-Jefferson Hotel.

In addition to state and local dignitaries, an address will be delivered by Andrew Hatcher, deputy press secretary to the President.

Plough Broadcasting is staying right on top of advancements in electronics with the institution of a new musical format.

The new format is described as first, conforming entirely to the popu-



MOVIES ARE BETTER THAN EVER!

And Pittsburgh's great movie station—**WIIIC**—has a wealth of fine M-G-M and 20th-Fox films that will sell for you!

Spots are now available in:

SATURDAY NIGHT AT THE MOVIES Part II
(11:10 p.m. Saturdays)

SUNDAY AFTERNOON AT THE MOVIES
(1:00 p.m. Sundays)

WIIIC CHANNEL 11
PITTSBURGH

Represented nationally by Blair-TV



lar musical taste with a "toe-tapping, finger-snapping beat" and second, using IBM machines to program the records for a full week of broadcasting. (There are over 60,000 individual music recordings catalogued on the IBM cards and the processing selects each tune to be played according to a master formula.)

The new programing technique is being tried on WJJD, Chicago and WCOP, Boston.

Incidentally, radio time buyers can win prizes valued at \$9,000 by coming up with the best single word, coined word or phrase of less than 10 words to describe the new Plough "musical sound."

Ideas at work:

- **WIP**, Philadelphia, on learning that the Bonsel Military Marching Band from New Jersey, the only marching band invited to represent the U.S. in the World Music Festival in Holland, didn't have the money to make the trip, solicited listeners for contributions and helped the group reach its goal of \$28,000.

- **KPRC**, Houston has presented an anthem to the city called "The Sound of Houston." The special gold record composed by Johnny Mann, was given to Houston Mayor Lewis Cutrer.

- **WWDC**, Washington, D. C. has found an additional use for its Satellite Studio. Each Friday night throughout August it will be used as a "Swinging Satellite Safari" for dancing in the streets under the stars. It will move to a different location each week.

- On "Portable Radio Night" 15 August, **WCCO** will award several transistor clock radios during the Minnesota Twins-New York Yankee game to: president and manager of the home club, all Twins who hit home runs against the Yankees, the winning Minnesota pitcher, fans in the stands following the game on **WCCO**, listeners who win a write-in contest.

Financial report: Rollins Broadcasting reported net earnings for the year ended 30 April were \$437,396 or

46 cents per share on revenues of \$6,395,312. This compares with net earnings before special credits of \$358,553 or 40 cents per share on revenue of \$4,401,773 for the comparable period a year ago.

Football sales: Nearly two months before the first kickoff, **WCCO** has signed an all-star lineup of sponsors for the University of Minnesota season. **Twin City Federal Savings and Loan** and **Mileage-Direct Service Gasoline** will present the play-by-play; **Northwestern Bell Telephone** will sponsor the 25-minute "Football Preview" and **Pako Photo** has the half-hour "Football Review"; **Vellie Sales** has the one-minute spot preceding and following the games and the "Football Scoreboard." . . . **WTMJ**, Milwaukee sold the Green Bay Packer exhibition and league games to **Thorp Finance and La Palma cigars**. Sponsorship includes a seven-station network throughout the state . . . A full spot schedule surrounding the 49er broadcasts on **KSFO**, San Francisco includes **State Farm Insurance**, **Citizens Federal Savings and Loan**, **Leopard Cafe**.

Retirement: **Larry Walker**, executive vice president of Carolina Broadcasting which owns and operates **WSOC-TV** and radio, Charlotte, will retire on 1 October. C. George Henderson, current general sales manager of the tv station will become vice president in charge of tv and Henry Sullivan will hold the same title for radio.

PEOPLE ON THE MOVE: **Walter A. Schwartz** to assistant general manager of **WINS**, New York . . . **William H. Aaron, Jr.** to sales manager of **WDTM**, Detroit, replacing **George S. Milroy** who becomes national sales manager of the station . . . **Anthony Lanzone** to account executive of **WEJL**, Scranton . . . **George Mazarr** to account executive of **WLS**, Chicago . . . **Arthur Harrison** to sales manager for **WINS**, New York . . . **Roger Coleman** to vice president and general manager **WQXR**, New York . . . **Franz Allina** to director of public relations for the Straus

Broadcasting Group, including **WMCA**, New York and **Radio Press International** . . . **Richard F. Palmquist** to sales manager at **KMFO**, Omaha . . . **Richard E. Burris** to director of a newly-created research and special promotions department at **WLDM**, Detroit . . . **Thomas B. Wilson**, chief executive officer of **Resort Airlines** to manager of **KHOW**, Denver . . . **Maurey Rosen** to retail sales manager at **KWKW**, Pasadena.

Fm

The **QXR Network** has prepared an elaborate pitch to auto makers.

According to the network, its 1,800,000 fm homes spend approximately \$881 million annually to buy an average of 229,000 new cars.

National fm audience figures show that nearly half of the three-or-more car families in the country are fm families and 4,250,000 fm families own and operate two cars.

The **QXR Network** audience alone owns over \$2 billion worth of automobiles bought new and a recent national survey of 3,872,600 families planning to buy a new car within six months disclosed that 50.7% were fm families.

At the annual meeting of the **FM Broadcasters Assn. of Southern California** **Jack Kiefer** of **KMLA**, Los Angeles was elected president for the coming year.

Sleepie Stein (**KNOB**, Long Beach) was named vice president, **Bj Hamrick** (**Western FM Sales**) was re-elected secretary.

Sign on: **WMMM (FM)** will start sunrise-midnight broadcasting on 1 September. The Westport, Conn. outlet will duplicate regular am programming during the day and continue with independent programming of good music after sundown.

Networks

ABC TV, like both **CBS TV** and **NBC TV**, is offering an election night package.

ABC TV is quoting \$400,000 for full sponsorship, which provides 30 commercial minutes.

The price tag for half of the night's package is \$225,000, allowing 15 commercial minutes.

Sales: ABC TV's coverage of the 1962 American Football League schedule to **Goodyear (Y&R)**. . . . ABC TV's "Tennessee Ernie Ford Show" to **Campbell Soup** for Monday-Friday participation starting 17 September. Buy was made via Needham, Louis & Brorby. . . . **P&G** (Benton & Bowles) will again sponsor "Hollywood: The Golden Years" when NBC TV reruns the special on 18 September. . . . Kraft's confectionery division bought four alternate quarter hours on NBC TV daytime, via FC&B. On an annual basis this would come to \$1.3 million. . . . **Maxwell House (B&B)** has bought one spot in each of ABC TV's "Father Knows Best," "Leave it to Beaver," and "ABC Evening Report" from 27-30 September. . . . ABC TV's "Roy Rogers-Dale Evans Variety Hour," "The Gallant Men," "The Sunday Night Movie," and "The Untouchables" to **American Chicle (Bates)**.

Sports note: ABC Radio will again broadcast exclusively all Notre Dame football games for 1962, with Texas American Oil the sponsor.

PEOPLE ON THE MOVE: **Louis I. Teicher** to director of music operations for CBS TV. . . . **Leon Luxenberg** to director, sales promotion and merchandising, and **Norman Ober** to director, audience promotion at CBS Radio. . . . **John McAvity** to the new position of ABC TV coordinator of sales planning.

Station Transactions

KDEF (AM & FM), Albuquerque has been sold for \$175,000, subject to FCC approval.

Buyer is the White Oaks Broadcasting Co. whose president and majority stockholder is **Thomas J. Swafford**. He is a former CBS Radio vice president and general manager of WCAU, Philadelphia.

Previous owner of the ABC affiliate is **KDEF, Inc.**, headed by **Frank Quinn**.

Patt McDonald brokered the deal.

Representatives

The **Herald Tribune Radio** stations in New York have joined the parade of group-owned stations to self representation.

WFYI, Garden City and **WGHO**, Kingston will assign local salesmen to cover national and regional accounts; **WVIP**, Mt. Kisco and **WVOX**, New Rochelle, will be sold nation-

ally through a joint effort by both stations originating from **VIP-VOX** radio sales, Westchester.

The **National Sales** division of **RKO General** has enlisted the services of **BAR** to monitor radio programming on its stations.

The service is to provide agencies and advertisers with proof of performance in the form of certified audio tapes.

BAR will monitor both a specified hour and an undisclosed alternate hour to assure the pre-selected time period is truly representative of the station's programming.

The system is now in operation at five of the seven **RKO General** stations.

It's refreshing to record here that the proverbial "rep fraternity" does rise to the occasion of its epithet every so often.

One recent display of comradery: three members of the disbanded **Everett-McKinney** firm traveled together to **Select Stations** (**Dick Williams**, **Harry Moline** and **Howard Rothenberg**) and two, **Max Everett** and **Tom Buchanan**, are still together at **H-R**.

Rep appointments: **WEAM**, Washington, D. C., to **Katz**. . . . **WALA-TV** and radio, **Mobile-Pensacola** to **Select Station Representatives**. . . . **WFLM**, Ft. Lauderdale to **Herbert E. Groskin & Company**. . . . **WQTY**, Jacksonville to **Bolling**.

New quarters: **Broadcast Time Sales** opened a branch in Milwaukee, the first of a series of regional offices. The next field of expansion is **Pittsburgh**. The Milwaukee address: 2560-70 North 32 Street. Phone: UPTown 1-9788.

PEOPLE ON THE MOVE: **James P. Smith** to general sales manager of **Adam Young**. He'll be replaced as manager of the Boston office by **William Queen**, most recently vice president and partner of **New England Spot Sales**. . . . **Mortim B. Coley** to the New York office of **Tele-Radio & Tv Sales**. . . . **Timothy J. Cauty** to

Sensible protection when you buy or sell

You'll never regret your decision to rely on our intimate knowledge of markets and actual sales. However, you may very well regret taking the risk of selling on your own. We see the total picture . . . opportunities as well as hazards. Our reputation for reliability is your best protection . . . as hundreds of satisfied Blackburn clients know.

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H. W. Casull
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Hub Jackson
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA

Clifford B. Marshall
Stanley Whitaker
John C. Williams
1102 Healey Bldg.
Jackson 5-1576

BEVERLY HILLS

C. Bennett Larson
Collin M. Selph
Bank of America Bldg.
9465 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-8151

account executive with CBS Radio Spot Sales' Chicago office.

Film

The Brunswick Corp. in Chicago is filming a series of 26 one-hour shows, "Top Star Bowling," which will be ready for fall.

Filming starts in Chicago at one of Brunswick's top lanes, with a budget around \$400,000.

Brunswick made a survey of stations prior to this undertaking and determined that an hour show was preferred to a half-hour and that top men bowling champs were more of an attraction than female leggers.

Brunswick itself will be syndicating the show, with this ace up its sleeve: it can market the series on a partially pre-sold basis because of its own spots within the hour.

Howard Christensen of Brunswick is supervising the project.

NBC Films is boasting three sales records made by its off-CBS TV property "Hennessey."

The show has grossed \$1,500,000 in less than four months, has earned more money per episode than any other 1962 syndication entry and will be seen on more stations this fall (close to 100 so far signed) than any other new off-network release.

The network film arm attributes the success of the series to several things, notably: its for sale on a one-per-week basis for two years, followed by an option to strip the show daily; the comedy flavor of the series makes it flexible enough for scheduling in any time period, day or night.

Sales: NTA's post-1948 feature film package "61 for 61" to four more markets placing the package on a total of 132 stations. . . . Seven Arts 13 one-hour tv concert specials featuring the Boston Symphony Orchestra to WFGA-TV, Jacksonville and WCSH-TV, Portland raising total markets to 20, and volume three of its post-1950 Warner Bros. films to four more stations, upping the total

to 71. . . . NBC International has sold "The Dick Powell Show" in its entirety to Sveriges Radio of Sweden and Radiofusion TV Belge of Belgium. . . . Twentieth Century-Fox TV's "Adventures in Paradise" to nine stations, bringing the total markets to 45. . . . Allied Artists TV's 48 Bowery Boys features to four more stations, upping total markets to 15 in the first month of release.

Short subjects: Official Films has charted a marked upswing in short-segment film programing. Since mid-July, the company has sold four libraries of film series, running from one minute to 18 minutes in length, in 15 markets. Properties are "Little Rascals," "Greatest Headlines of the Century," "Almanac," and "Sports-folio."

Public Service

Just as a point of interest to stations actively involved in or about to embark on editorializing, here's what a few stations have been doing in that area recently.

• WBZ, Boston broadcast a plea for the public to change its thinking about transportation. New and improved facilities will have to be approved and paid for in the years to come, the station said, and positive action will come only if the public is ready to accept the responsibility.

• WOLF, Syracuse urged its audience to write to the Public Service Commission in Albany and demand a public hearing on the proposed rate increase by the Syracuse Transit Corp.

• WTRY, Albany-Schenectady-Troy is endorsing its first political candidate—Rep. Samuel Stratton, democratic nominee for the Governor of New York.

The WLS series, "Chicago Portrait" marked its second year on the air with a salute to modern radio on 11 August.

Listeners got a "behind the scene" view of public service efforts, community action programing and broadcasting techniques.

WLS president Ralph Beaudin and Martha Crane, president of American Women in Radio and Tv, spoke on the show.

Public service in action:

• KGO-TV, San Francisco was on hand with cameras at last week's mass naturalization of a record 300 immigrants at San Francisco's Masonic Temple Auditorium. The Northern California Federal District Court waived a rule barring the use of tv cameras within an officially-designated Federal courtroom.

• WEJL, Scranton and its parent company, The Scranton Times, have offered to provide \$5,000 to replace an elephant and tiger at the Nag Aug Park Zoo. The present animals are suffering from poor health.

• Four CBS TV affiliates in Florida cooperated to produce a one-hour program on the opening of a special session of the Florida legislature in which Governor Farris Bryant voiced his plan for reapportionment of the Legislature. Participating stations: WJXT, Jacksonville, WTVJ, Miami, WTVT, Tampa and WDBO-TV, Orlando.

• WABC, New York premieres a new program on 26 August called "Challenge: '62," which will highlight many of the major problems faced by New York residents. The series will be aired bi-weekly.

Job well done: KNX, Los Angeles which has long-recognized the good services rendered to the community by the Motor Car Dealers Assns. of Southern California and Los Angeles by carrying public service spots, has been presented a merit award for its "exceptional service" by the two groups.

Kudos: WJBK, Detroit has been accorded national recognition for its participation in the 1962 Teenage March Against Leukemia conducted in the greater Detroit area last May. Honor was bestowed by Aiding Leukemia Stricken American Children.

PEOPLE ON THE MOVE: Ray Townsend to director of news and public affairs at KSL-TV, Salt Lake City.

IN ALBANY SCHENECTADY AND TROY . . .

WRGB AGAIN*

Average quarter-hour homes reached

9 a.m. to Midnight	WRGB	B	C
	60,900	36,600	28,500

*March, 1962, ARB Market Report

THE KATZ AGENCY, INC.
National Representatives



the way station to the central south

Way ahead with the news, WLAC-TV won 4 out of 5 recent top news awards.

Tv and radio NEWSMAKERS



Raymond W. Welpott has been chosen executive vice president, NBC owned stations and NBC Spot Sales, succeeding P. A. (Buddy) Sugg. Welpott has been vice president and general manager of WRCV-TV and radio, Philadelphia since May, 1958. In his new position he will continue to head the Philadelphia stations, headquarters in that city. Before joining NBC he was vice president of WKY Television System, Oklahoma City. Previously he was manager of WRGB, Schenectady.

Arthur Harrison joins WINS, New York this week as sales manager. Harrison comes to the recently-acquired Westinghouse Broadcasting station after six years as sales manager of WLHB, a leading Negro station in New York. A native New Yorker who has worked here throughout most of his career, Harrison brings a wealth of sales experience to his new post. He began his affiliations as an account executive at WITH, Baltimore and media supervisor of the Harry B. Cohen Agency.



Donald W. Frost has taken over as sales manager of WIND, Chicago, succeeding Bennett Scott who resigned recently. The new sales manager brings a background of 20 years' experience in radio to his new post. He has been a salesman with Peters, Griffin, Woodward since 1953, achieving the honor of "Colonel of the Year" in 1957. Frost set a record for the highest billing achieved in a month and in a year to earn the honor. Previously he was a salesman for Weed and WCAU-TV, Philadelphia.

Alfred R. Stern has left his post at NBC to enter CATV systems management. He becomes chairman of the board and chief executive officer of newly-formed Televests Corp. As a vice president of the network, Stern has also been chairman of NBC International Ltd. He joined NBC in 1952 as project officer for tv programming. In 1955 he became assistant to Robert Sarnoff and in '57 was appointed to the International post. In 1959 Stern was elected a vice president of NBC's Enterprises division.



The seller's viewpoint

Arthur Hamell, general manager of Commercial Producers, Incorporated Boston, has been active in local radio sales and promotion companies for many years. He has developed a number of ideas on how national spot billing can be raised. In this article, he contrasts the success of local radio with the continuing doldrums of national spot, and suggests that the fact that local radio stations often suggest actual produced commercial approaches to their prospective advertisers may account for a good part of the edge.



Building up national spot radio

Why does national spot radio continue to languish in a state of comatose? And, conversely, why is local radio flourishing and been on the upbeat for many years? This is the giant-sized puzzle which has plagued the industry for some time now. And with reason, of course, since much has been theorized about how to remedy the situation, and various efforts made without dramatic results, however.

We at Commercial Producers, who specialize in creating and producing commercials for local and regional advertisers, feel part of the answer lies in a series of simple facts. Local radio salesmen sell with sound. Local radio salesmen often propose concrete, creative ideas for a radio commercial. Local radio salesmen sometimes even bring ideas on sound on tape—and play it for the prospective buyer. Local radio stations often work with companies such as ours—firms which produce commercials of network calibre. And, often local radio stations produce their own commercials—and sell with them.

But only rarely sellers of national spots do any of the foregoing. In my opinion, herein lies a major roadblock to national spot radio's growth.

You may think that this approach, which admittedly has been most successful locally, cannot readily be applied to the national scene. This is not so, and I am not alone in this opinion.

Not too long ago, a story appeared in SPONSOR reporting a Trendex survey of creative directors of the forty highest billing agencies in the country. The conclusion of the study was that "radio has lost ground to other media because national radio sellers have failed to capture the imagination of the creative people at advertising agencies."

One of the specific questions asked of radio salesmen was, "Are you regularly approached by radio salesmen with creative ideas to assist you in the use of radio advertising?" The response to this question was an unanimous

"no"! In fact, one of the respondents said, "Radio's projection of itself is too limited. There is a lack of knowledge as how to get creative ideas to vast numbers of people."

Another reason for national spot radio's inertia can be traced to a lack of strong product identification on commercials—the kind of identification which gives a shopper a compelling reason to want to buy a particular item or utilize a specific service. In our opinion, investing a product with a strong identity is a basic key to a successful selling commercial. And one of the most effective ways of accomplishing this is via specially designed jingles.

Admittedly, we're not the first to recognize the potential of picturing products through jingles, nor the first to practice it. Everyone is familiar with at least a dozen nationally distributed products which have attained maximum recognition and sales via this technique. My point is that it just hasn't been done enough.

Custom tailoring a musical commercial to fit a product or service isn't quite as simple as one might suspect, however. It takes more than a catchy tune and a few choice words of praise for the product. Many things must go into the creation of a vehicle which will transport the client's message with impact and force. It has been our experience that the only way to produce personalized images of a product or a place of business is to study carefully the overall objectives and determine the ultimate goal. Then we can go about tailoring the musical commercial to fit into the sales theme.

In essence, then, a good, strong identification tends to work in many ways for a product and or a place of business. Properly produced, it can create a potent reason for a shopper to do business in a specific place, or implant a desire for a particular product. Most important, it endows a product with a long playing and working identity.

Equipped thus, it can't help but play an important contributory part in sparking national spot business. ■

SPONSOR SPEAKS

Bob Sarnoff started it

The great new wave of industry image-building (see page 31) for both broadcasting and advertising dates back, approximately, to the spring of 1959 when Robert W. Sarnoff, board chairman of NBC, in a ringing speech before the NAB Convention in Chicago, called for the establishment of a TIO.

TIO went into operation in October of that year and soon found itself and the industry in the midst of all sorts of anti-broadcast propaganda stirred up by the quiz show hearings.

The involvement of advertising and advertisers followed with lightning speed, as nation-wide criticism of broadcast practices spread out to include radio and tv sponsors and commercials.

Image-building efforts to counteract this criticism went into high gear by January 1960, and have continued at an accelerated pace ever since. They have become, as our two-part series of articles shows, incredibly complex operations involving thousands of dollars and scores of executives.

Question: Is it time to re-examine all this image work?

Fine art of travel

Ted Shaker, president of the ABC Owned Television Stations, believes travel is broadening. His station managers and hundreds of advertiser and agency executives the country over agree.

Here's what he accomplished with a whirlwind one-week preview of this fall's prime-time programming to be shown on ABC TV owned stations: 1) he "exposed" his top echelon crew in dramatic fashion to the people who foot the bills in San Francisco, Los Angeles, Chicago, Detroit, and New York; 2) he allowed each general manager to serve as m.c. at a prestige showing in the city where his own station is located; 3) he played up the interest that ABC stations maintain in places beyond the Hudson River; 4) he helped the Network; 5) he set the stage for the management meetings held in New York the following week by guaranteed fraternizing and idea exchanges between ABC Television Stations executives for a whole week preceding the meetings.

That's a lot of accomplishment for a week of traveling. We're recommending some of the same to others.

10-SECOND SPOTS

Knowledge: A toiler in the media vineyards, having been guaranteed anonymity, supplied the following definitions: a bartender is a man who knows a great deal about very little and who goes along knowing more and more about less and less until he knows practically everything about nothing; an advertising salesman is a man who knows very little about a great deal and keeps on knowing less and less about more and more until he knows practically nothing about everything; a media director starts out knowing practically everything about everything but ends up knowing nothing about anything due to his association with bartenders and advertising salesmen.

Television: Our spy at the networks tells us that another medical-type series to be released this fall is all about a plastic surgeon. It's called "The Retouchables."

Mr. Lucky: Curt Hunsaker, a cameraman for CBS TV's *Accent*, held up production for five minutes during the video-taping of "The Gambling Americans" in a Reno, Nev., club when he dropped a quarter into a slot machine next to his camera—and hit the jackpot for \$37.50. When the floor boss told him to "wipe off" his winning combination by dropping in another quarter, he did the next to impossible—he won another jackpot.

Films: Crawley Films Ltd. (Canada) says the difference between "training" and "experience" is that training means learning the rules, while experience means learning the exceptions.

Overheard: "Be reasonable—do it my way"; "Stop talking while I'm interrupting"; "On what do you bias your opinion?" and "We've been watching you. Do you work here?" But our nomination for the best quote of the week is: "It's too late to agree with me. I've changed my mind."

IN RADIO'S WONDERFUL WORLD



Broadcast With The Fidelity Of Direct FM

What makes the listener turn the dial to your FM station? Quality. And quality alone. Programming at such levels virtually demands highest fidelity transmission. To achieve such standards the unquestioned choice of knowledgeable FM stations is RCA's unmatched Direct FM Transmitter. This system is easiest to tune and holds its adjustment best. Whatever the power class, you are assured minimum distortion and wide frequency response. Such performance is

the happy result of RCA's long background of pioneering and achievement in the wonderful world of radio.

RCA designs and builds its complete line of transmitters to accommodate stereophonic signals and an SCA multiplex subchannel. For complete technical details on any of RCA's Direct FM transmitters, see your RCA Broadcast Representative. Or, write: RCA Broadcast and Television Equipment, Dept. LB-264, Building 15-5, Camden, N. J.



The Most Trusted Name in Radio



1 Kw



5 Kw

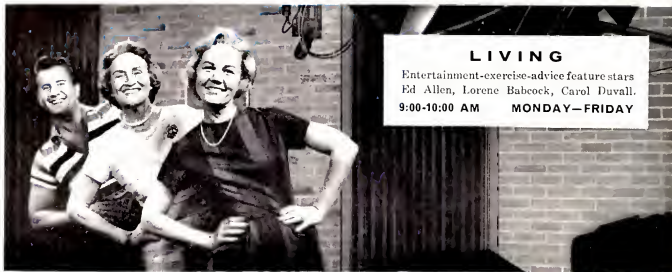


10 Kw



20 Kw

TIMEBUYERS' GUIDE TO



LIVING

Entertainment-exercise-advice feature stars Ed Allen, Lorene Babcock, Carol Duvall.

9:00-10:00 AM MONDAY-FRIDAY

FALL BUYS



GEORGE PIERROT PRESENTS

Around the world with Detroit's fabulous globetrotter and famous guests. Color.

5:00-5:55 PM
MON.-SAT.



WEEKEND

Ron Gamble hosts family adventure tours to favorite recreation spots. Color.

7:00-7:30 PM
TUESDAY

AT THE ZOO

Sonny Elliot's witty wanderings through Detroit's famed wildlife park.

7:00-7:30 PM
FRIDAY



Alive with local flavor and flair! You'll buy wisely and well by choosing these big-audience exclusives on WWJ-TV. And, the station's attractive fall schedule is further enhanced by choice film properties like *Thriller*, *Surfside 6*, *Lawman* and by NBC's new-season powerhouse. Call your PGW Colonel now. He's ready with Detroit's top buys for fall.

WWJ-TV

CHANNEL



the **NEWS** station

NBC IN DETROIT

Owned and Operated by The Detroit News

National Representatives: Peters, Griffin, Woodward, Inc.